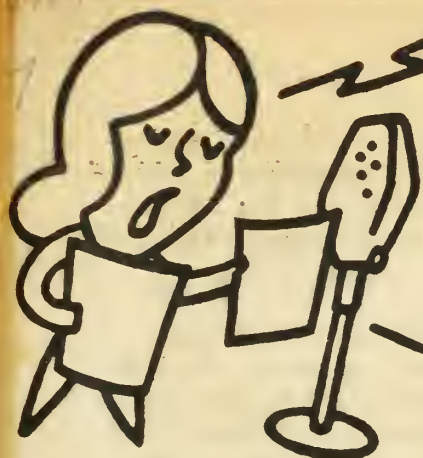


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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

THE HOME STOCK MARKET...has no "corner" on a canned food supply....

MARCH OF "TRAMPING" FEET...as migratory produce workers move on....

CASH CACHE...War Bonds a "down payment" on improvements to come...

FLAMEPROOFED FABRICS....will be more prominent in the future.....

CAN THE BERRIES.....for July is the month when they're here!

JARS ON THE VINE...tomato arithmetic for those who garden and can..

SALAD SALUTE,..for refreshing combinations on hot summer days.....

TWO-WAY STRETCH...on mayonnaise because of limited oil supplies....

SUMMER APPLES FOR DESSERT...they're especially good for cooking....

MIDWESTERN WAVES OF GRAIN...have quite a history behind them.....

MIDWESTERN MARKET BASKET...features lots of variety this week.....

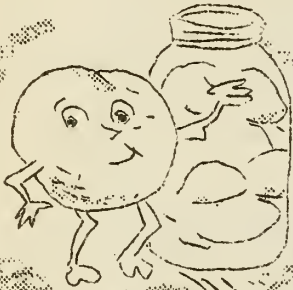
War Food Administration

U. S. Department of Agriculture

5 South Wabash Avenue
Chicago 3, Illinois
No. 159
July 7, 1945

THE HOME STOCK MARKET

U.S. Department of Agriculture personnel who work on Victory Garden and Home Canning Programs across the Nation say they've received a number of queries lately as to how necessary home food preservation is. These questions have arisen, it seems, because Government requirements for canned fruits and vegetables were reduced slightly.



You can assure your listeners that home canning is just as important as ever. It was chiefly because of tight civilian supplies of food that the armed forces adjusted their requirements downward. But the point to emphasize is that the home folks are still going to have less commercially canned foods than last year.

It's home canning time, lady!

Stocks Going Down...

Civilians will get 19 percent less canned vegetables than they received from last year's pack and carry-over stocks. This year our carry-over is smaller, so civilians are going to have to depend on current production almost entirely. If you like figures to prove a point, here is the canned vegetable comparison. Civilians will receive over 103 million cases from the 1945-46 pack of vegetables. Last year they were allocated 127 million cases.

As for canned fruit, war requirements are still high. About 53 percent of this year's pack goes to military and other war uses. Your listeners know how many cans of fruit they were able to get with their ration coupons this past year. The quantity available from the 1945-46 pack will be 7 percent less...31½ million cases, where last year they got 34 million cases.

* * *

MARCH OF "TRAMPING" FEET

When you're telling your listeners about the fresh fruit and vegetable buys in your area, you might like some human interest details about the people who keep this produce moving to market.

These highly skilled workers have been called "fruit tramps"....they take the farmers' crops and get them ready for the trip to the consumer. Though they don't get any medals, they're first class fighters on the home front. Their work is hard and exhausting, requiring quick eyes, capable hands, and the ability to work long hours without rest.

The work of fruit tramps is never done. Their livelihood comes from following the harvests up the East coast, the West coast--or diagonally across the Nation from the lower Rio Grande Valley in Texas to the fruit districts in Western New York. Like migratory birds, these wandering workers return year after year to the same packing sheds. Often these workers travel in teams.

A man and wife may be able to earn as much as \$50 to \$60 in a peak working day. More often they have to borrow money to get to the next job. There is always the hope, though, that things will be better at the next place.

Life Is Just One Harvest After Another

Enroute, fruit tramps may handle tomatoes, oranges, grapefruit, lemons, tangerines, peaches, cantaloupes, apples, and pears. Some of the less skilled workers may turn aside to help with field labor on the onion harvest in North Texas, the sugar beet crop in Colorado, or potatoes in Idaho.



Packers can't be prima donnas, for all fruits and vegetables must be handled fast or they will spoil before reaching our markets. It's an unwritten law that no one quits until the job is done, the product's packed, and the streets clean. If a person quits without good reason, he usually has to find his next job in that area with another company.

As for terms of the trade, "fruit tramps" are the workers who follow the harvests all year. In some sections, beginners are called "cowboys". The "home guard" work local jobs only, when a bin is empty a packer yells, "take five" and the other packers take five minutes rest until all bins have more fruit. To these workers, a "fruit hog" is a worker who wants more fruit in his bin than he can handle, or one who wants to pack only the big fruit. The big fruit means more lugs packed and consequently higher returns.

Tomato Packing A Favorite With Workers

Each pack of vegetables or fruit requires a different technique. Cantaloupes, melons, and other heavier produce are usually handled by men. The work on tomatoes, pears, or peaches is shared by men and women. Tomatoes are favorites, and there's always a tomato harvest somewhere in this country or in old Mexico.

Each tomato is wrapped separately in tissue paper and packed according to size and to a certain pattern so the lid of the container will fit snugly without bruising the fruit. Standard fee for packing these tomatoes is ten cents per lug..around 30 pounds. Forty dollars a day isn't uncommon in the peak period, but the laborer may work 16 to 18 hours in that day.

Container Experts

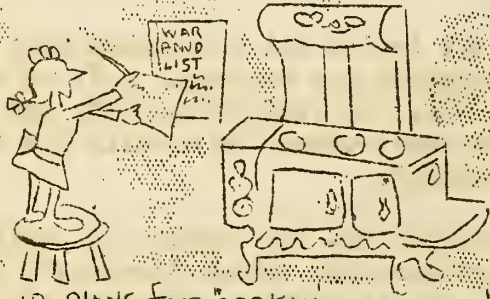
Some of the fruit tramps make the containers needed for the pack. Lug makers are extremely proficient at their work. A workman grabs 15 or 20 or 25 nails between thumb and forefinger from a "stripper"...a device which holds long rows of tiny nails. These nails are fed one at a time to the correct spot and driven home. There is no lost motion when boxes under capable hands grow at the rate of almost two a minute. To become a top performer it takes about three years, these workmen last from ten to twelve years before they virtually wear out.

Few people envy fruit and vegetable packers the money they earn in peak periods. The hours are long and the work is dirty. Home is usually a trailer. But if it weren't for our fruit tramps, we would all have a very difficult time buying plums, celery, lettuce, peppers, spinach, eggplant, carrots, squash, oranges, and grapefruit when a crop is out of season or not native to our particular section of the country.

* * *

CASH CACHE

It's an accepted fact that for most U.S. families, an investment in war bonds represents the down payment on home improvements to be made after the war. Farm families are no exception. A survey on their post-war plans shows that Southern tenant farmers want to own their own farms. In the Great Plains Region, where more small farms are privately owned, farm families look forward to more permanent and comfortable dwellings. Those who have electric current want to buy equipment. Those who already have a radio, an iron and a refrigerator hope to put in running water. Many who have running water are talking about getting family-size freezer lockers. Household equipment and furnishings in farm homes may call for the expenditure of 400 million dollars a year for several years.



When farm families buy will be as important as what they buy - say economists of the U.S. Department of Agriculture. If people rush into the market all at once to buy everything they want and need, they are likely to boost prices and not get the full value for their money. Purchases spread over several years will be a better assurance of continuing prosperity than a sky-rocketing demand that fades out in a year or so.

* * *

FLAMEPROOFED FABRICS

Among the fourth of July accidents reported in the newscast, it is very likely some were burns caused when highly inflammable material caught fire. Attention was focussed on this hazard in Washington, D.C., recently, when three children died of burns that occurred when their cowboy suits--made of a cotton or rayon material with napped surface--caught fire.

As a result a move is underway to require permanent flameproofing of rayon or cotton materials with a napped surface--fabrics such as those used in children's cowboy suits, sweaters, night clothing, blankets, and draperies. Untreated, this material constitutes a serious home peril.

Processors have used effective flame-proofing treatments on fabrics for a number of years. But they have run into two difficulties. Either the treatment washed out too easily to be called permanent, or the treatment left the fabric stiff.

It appears that this dilemma may be solved as the result of a process worked out by chemists of the Southwest Regional laboratory of the U.S. Department of Agriculture. The method for flameproofing cotton, which they devised as a wartime development, leaves the material soft and pliable and yet the treatment does not wash out readily.

* * *

CAN THE BERRIES

July is a peak marketing month for many of our favorite berries. Since our military forces will need most of the commercially canned and frozen packs of these fruits, homemakers should watch local markets and preserve their own berry goodness for wintertime meals.

Raspberries are grown mostly in the Northern part of the United States although some of the new varieties have been developed for the South, at present, four states....Michigan, New York, Oregon, and Washington have half the raspberry acreage. The crop for which harvesting has gotten under way is small this year. Due to shortages of labor in the past two or three years, growers just haven't been able to keep up their plantings.

Blackberries and dewberries grow throughout the United States. The three states leading in production are Texas, Oklahoma, and Arkansas, though blackberry acreage is scattered from Texas to Maine. Washington and Oregon claim a goodly crop of wild blackberries. Reports this year indicate that blackberries are more plentiful, and the supply should be coming on in volume in the next two or three weeks.

* * *

JARS ON THE VINE

Here's some tomato arithmetic you may pass along for your listeners who garden and can. If a tomato plant gives a good average yield of 6 pounds of tomatoes, this will be enough to can about 2 quarts of tomatoes or juice, and 9 or 10 plants will yield - on the average - a bushel of tomatoes or enough to put up 15 to 20 quarts.

* * *

SALAD SALUTE

Now, if ever, are perfect days...for salads. For three reasons--to beat the heat...to use the season's plentiful...and to get your quota of vitamins for victory.

Take a fruit salad, for example, arrange lush peaches (remember the record crops) and black cherries around a mound of cottage cheese...on a bed of Romaine...the whole sprinkled with pecans. It's a meal in itself. You can put any fruit arrangement into this summer frame. Try segments of melon and citrus and cherries, or apples, fresh pineapple and oranges. The classic salad, of course, and the one that esthetes pour their souls into, is the tossed green salad. Suggest to your listeners that they select a variety of greens...endive, romaine, chicory, spinach, fennel, watercress, dandelion.

A bowl with a touch of garlic, a blue cheese dressing (in lieu of Roquefort) the carefree toss....and a feature dish is made.



...a melon and cherry duet...

If you want to suggest color in the salad, there are tomatoes, cucumbers, carrots, peppers, red cabbage, avocado and lettuce. The same inventory, all diced up, and mixed with sour cream... is a heritage from the old country.

Avocados are the answer to the perfect shell. Fill them with fruit...or stuff with chived cottage cheese, or let them hold crab meat or shrimp.

Fish salads, vegetable salads, jellied salads...tossed, green, colored, fruited.....salads are a summer's bounty.

* * *

TWO - WAY STRETCH

The accompanist for many of our summer salads...mayonnaise...is in shorter supply these days because of the national shortage of fats and oils. The amount of oil for mayonnaise is limited to 60 percent of 1942 use.

But your listeners will find more salad dressing than mayonnaise available... Because less oil is required for salad dressing. Manufacturers can stretch their supply of oil and get more pounds of this product. Distribution of mayonnaise and salad dressings is up to the industry. These products are not rationed because oil is only one of the ingredients. If they were rationed it would be logical to ration such food products as doughnuts, potato chips, and so on.



The homemaker can stretch her supply of salad dressing by thinning it with top milk, lemon juice or other fruit juices.

* * *

SUMMER APPLES FOR DESSERT

Summer apples are in the news and on Midwestern markets, too, for homemakers to use in apple desserts and for canning applesauce. Applesauce is one of the better uses for these new crop apples, especially with wartime sugar regulations. It may be made by using only a small amount of sugar or corn syrup or a combination of the two. Even though only a small amount is used, sugar helps to bring out the full apple flavor. The best flavor of the fruit is retained when the apples are peeled, cored, and cooked in the shortest possible time in a tightly covered pan, using no more water than necessary to prevent scorching.

Applesauce, whether fresh or canned, lends itself to a number of interesting variations. Popular in some homes is applesauce flavored with cinnamon or nutmeg, giving it a darker color and spicy flavor. Applesauce also combines readily with other fruits. Lemon or orange juice or the grated rind of either fruit, "plumped" raisins or other dried fruits make interesting combinations.

Baked apples can be filled with peanut butter, raisins, citrus marmalade, or honey for a different touch. Apple Betty and other cooked apple desserts will doubtless come in for their share of the limelight during the summer apple season.

* * *

MIDWESTERN WAVES OF GRAIN

The seemingly endless amber waves of grain throughout the Midwest have won for this region the popular title of "Breadbasket of the Nation." And the wide variety of cereals grown here in plenty have assured the homemaker of a group of wholesome, nutritious goods in liberal supply on her grocer's shelves all during the war. This month again, wheat, flour and bread...oatmeal...macaroni, spaghetti and noodles...and soya flour, grits and flakes are among the foods on the U.S. Department of Agriculture's plentiful list.



The fame of the Midwestern grain areas is comparatively new, however, for the cultivation of cereal grains began in pre-historic times. It is believed that very primitive cultivation of barley, wheat, and millet was practiced in many parts of the eastern hemisphere as early as ten or fifteen thousand years before the Christian era. Such crude implements as man had in those times were made of wood or stone, for he had not yet discovered iron or other metals.

It wasn't till our early forefathers had learned to cultivate cereals as a means of providing a rapidly maturing, high-yielding foodstuff which could be satisfactorily stored and used to provide a continual supply of food from one harvest season to the next that it was possible for him to give up his tribal wanderings in search of food. The earliest civilization of Mesopotamia and Egypt, the cradles of Western culture, were largely possible because of the exploitation of barley, wheat, and millet. These early peoples did not know oats or rye.

Women Were First Agriculturists

There seems to be little doubt that women were the first agriculturists, and it was very natural, therefore, in ancient civilizations to regard the divine overseer of the grain crops as the "Goddess of cereals." The lady of the household in those days ground grain between stones and stored it in crude earthenware pots as reserve food supplies. These ancient peoples also ate a heavy unleavened flatbread which they made from coarsely ground grain-meal. Some of these slabs of bread have been found in the tombs of the

ancient Egyptians, along with parched or uncooked stores of wheat, barley, and millet.

Yes, cereals have been eaten for many centuries...but the modern breakfast foods are very different from the early cereals which were just coarsely cracked, parched grains, cooked in water for a long time to make gruel, porridge or mush. America is the birthplace of these wholesome, convenient, modern breakfast foods for the tables of the world. Cereals today are made from corn, oats, rice, and wheat...some also contain barley. They offer a wide range of choice in flavor, texture, and appearance.

* * *

MIDWESTERN MARKET BASKET

Shopping for fresh foods is becoming more "fruitful" in the Midwest as it will readily be seen from the large quantities of peaches, cantaloups, and watermelons now arriving at most Midwestern markets.

Peaches are in very abundant supply and should remain quite adequate for several weeks to come. The way it looks now, the peach crop in the Southeast promises to total around 26 million bushels, compared with a 10-year average of 16 million bushels. So you might remind your listeners to feature this fruit in the family menu as frequently as possible since the season for it is comparatively short and it is one of the few fruits selling at less than ceiling prices.

The ceiling on cantaloups is lower this week, which will make this fruit more attractively priced, although the demand for cantaloups has been very good right along.

Among the other fresh fruits available at this time is a light supply of various types of berries, oranges, grapefruit, and increasing quantities of cherries, plums, apricots, pineapple and apples.

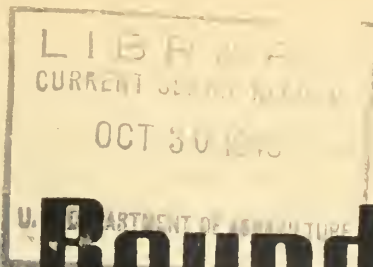
Fresh vegetables in largest supply right now include leaf lettuce, radishes, green onions, tomatoes, cabbage and beets. Most of these items are homegrown, the exception being tomatoes.

Spinach, mustard greens, turnip tops are in light to moderate supply, but are quite reasonably priced, while cucumbers, snap beans, carrots and peas are generally bringing the ceiling.

Offerings of green corn are getting larger, with fairly heavy supplies reported at Cincinnati where prices have been coming down slightly.

Supplies of potatoes are more plentiful than they have been in recent weeks, but the situation still is tight and prices are holding firm at ceiling.

(The information contained in the MIDWESTERN MARKET BASKET is based on reports from wholesale fruit and vegetable markets located at Chicago, Cincinnati, Cleveland, Detroit, Minneapolis, Kansas City, and St. Louis.)



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WHAT'S INSIDE

SUGAR COMPLAINT.....here's the story behind the sugar shortage....

BUTTER NEWS.....sounds more cheerful for the summer quarter.....

THE OIL SPREAD.....is but a shadow of its former self!.....

FAT FOR FAT...or how to get results with substitutes.....

ON THE DOWN BEAT...fewer points for cheese is really "jive".....

HERE'S TO HOUSING...especially with those post-war improvements!..

JULY FOOD FORECAST.... indicates above-average production in '45..

SOME LIKE 'EM COLD.....a new trick in freezing peaches.....

MATTRESS MAKE-OVER.....how to judge a good repair job....

SEA FISH FOR THE CORN BELT.....and a good variety, too.....

MIDWESTERN MARKET BASKET.....has colorful and inviting produce..

War Food Administration
U. S. Department of Agriculture

OFFICE OF MARKETING SERVICES
5 South Wabash Avenue
Chicago 3, Illinois
No. 160
July 14, 1945

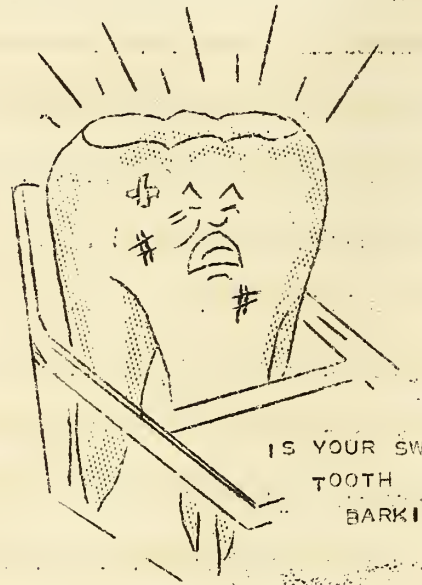
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SUGAR COMPLAINT

Homemakers who have difficulty getting canning sugar want to know the "why" for this shortage. The answers won't help get any more sugar... but if you pass them along, they should clear up some incorrect ideas.

The present "red tape" in getting canning sugar is partly the aftermath of 1944, when there were few restrictions and civilians drew 450,000 tons more than was necessary to do the canning. This year our stocks are the lowest on record, and though the government anticipated the demand for home canning, still distribution always tends to get out of gear when a food is limited. The maximum allowance for canning sugar will be 15 pounds per person to keep within the amount set aside for home canning.

Innocence Abroad



You may hear some people say that too much of our sugar is going to other nations. Such critics forget the international phases of the sugar situation. Normally, many nations in the world bid for this commodity from the major exporting countries. Because some areas are out of production and sugar is short, every country would be bidding against the other for available supplies. The United States, having great resources, could probably pay the highest price and also earn the ill will of the countries not as financially able. Instead, the United States, the United Kingdom, and Canada have contracted for practically all of the sugar produced by exporting nations. The three countries, through the Combined Food Board have worked out allotments. British stocks are not as large as ours. This year, the civilians in these three countries will get about 73 percent of the amount they consumed before the war. No other major

warring nations have achieved a comparable record. Shipment of sugar to liberated areas is made only to relieve the most acute distress.

Why Production Dropped

Some critics also say that the United States has put the price of sugar too low to get needed production. As far as domestic production is concerned, subsidies to producers have been greater than at any time in history. U.S. sugar beet production has declined during some of the war years because sugar beets require considerable manpower...which wasn't available...and because a lot of beans and potatoes and other vitally needed food products were grown...with less labor...on sugar beet acreage.

Lower sugar production in Cuba....and to a lesser degree in Puerto Rico....is largely the result of drought conditions rather than price.

Another criticism you'll hear is that sugar is going into alcoholic beverages. However, Cubans don't distill rum from sugar. They use blackstrap molasses, a by-product which remains after sugar has been extracted from cane juice. Distillers get no sugar allocations. Nor do ships come in loaded with rum or other alcoholic beverages when they could be carrying sugar. At present there is sufficient shipping to carry available sugar to refineries in the United States.

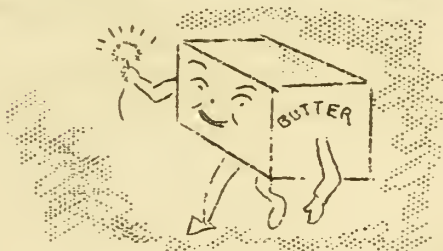
Reductions have been made in sugar allotments to all major industrial users of sugar in this country to spread the hardships equally. Soft drink manufacturers and candy and ice cream makers get 50 percent of what they received in 1941. Bakers get 60 percent. Pharmaceutical manufacturers get 110 percent, but the total use for pharmaceuticals is small.

* * *

BUTTER NEWS

Military and lend-lease claimants are reducing their butter requirements for August. This means that approximately 90 million pounds will then be available to civilians, as compared with 80 million pounds for the past few months.

Another encouraging factor in the butter picture is that production



at the end of June was slightly larger than a year ago. More favorable returns to farmers for butterfat...good pastures and other feed conditions this spring and summer...along with the cut in government purchases...have all improved the butter supply for civilians.

It's too early to predict how long this improved supply will continue. Butter production normally declines to a seasonal low level in November.

* * *

THE OIL SPREAD

Point values were raised recently on margarine and shortening, cooking and salad oils to slow down and even out distribution. In some sections of the country, supplies of these limited foods were moving too rapidly and, in other sections, consumers couldn't even buy any.

Right now, supplies of fats and oils are lower than they've been since the war. Normally we import more fats and oils than we export. The attack on Pearl Harbor cut off our Pacific imports, and while the Philippines are back in our hands, this source of oil has not yet been restored. Then, too, a short pig crop last year cut production of lard by about a billion pounds. While supplies of our vegetable oils...such as soybean, cottonseed, peanut and corn...have been increased, they still cannot take care of civilian, military and export demands.

Stocks of fats and oils will continue to sink lower until the crushings of this year's oilseed crops get under way this fall. Nor can we expect much in the way of imports. The world supply of fats and oils now available to the United Nations is short. Production from such countries as North Africa, Canada, Mexico and certain Pacific areas must be used to help meet world needs. To stretch our supplies, the U.S. Department of Agriculture recently found it necessary to reduce the manufacturers' quotas of fats and oils for margarine from 110 to 95 percent of the amount used in 1944. Shortening, cooking and salad oil quotas also were cut...from 80 to 77 percent of the base period use in 1940-41.

* * *

FAT FOR FAT

You can advise the homemaker who's short on her favorite shortening to substitute. Food specialists of the U.S. Department of Agriculture say that in most recipes, she will get satisfactory results if she substitutes one fat for another, measure for measure. However, something to remember when she replaces butter or margarine with creamed vegetable shortenings is that she will need to add a little extra salt...about a fourth teaspoon to each half-cup of the shortening.

The homemaker may substitute lard, oils, or home-rendered fat for shortening...measure for measure...in all cases except in baking where she uses a large amount of fat and tries to get a definite texture, as in a cake. In that case, she will find the various fats do differ somewhat in shortening power. Seven-eighths of a cup of lard, oils or home-rendered fat has the same shortening power as one cup of butter or margarine or creamed vegetable shortening. Seven-eighths of a cup is one cup less two tablespoons.

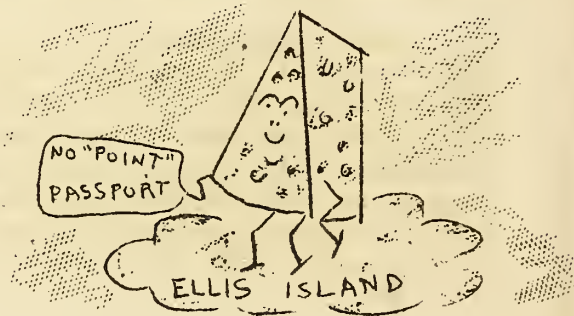
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ON THE DOWN BEAT

Point values have been lowered temporarily on such foreign types of cheese as cream, blue, Neufchatel and soft Italian varieties because of the perishable nature of these dairy products.

Foreign-type cheeses are made the year around for immediate use, but they haven't been so plentiful because war needs for cheddar, which can be stored over long periods, have been more pressing. All restrictions on the amount of foreign cheese that could be made were taken off for a few weeks this summer...during the season of high milk production. Now it is necessary to reduce point values to clear up stocks.

It's also been possible to reduce point values on cheddar and other less perishable cheese varieties since the first of the month. Civilian supplies of cheddar are somewhat larger at present, not because of any let-up in war requirements, but as the result of record milk production.



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HERE'S TO HOUSING

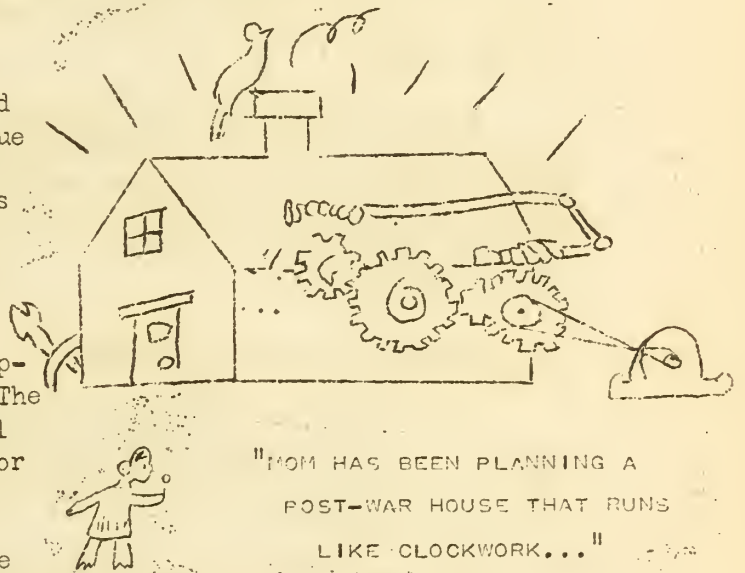
Today farm families are in the midst of achieving further records in food production. But as the women come indoors from tending their gardens, or as they feed extra farm hands, or do home canning, many are seeing their houses in post-war terms. They're interested in houses that will make work easier and answer needs of their families.

Typical of what states are doing toward post-war housing is a workshop program in Montana. Families are meeting with home management specialists of the Montana Extension Service in two-day sessions. "Planning" is the theme of these get-togethers. On a check list, the men and women report the number of family members, the number of rooms they want, what utility and social features should be provided...in other words, the first step is to determine what the families want the improved house to do.

* * *

Designing the Kitchen

During the first day of the workshop and after the check list is completed, the women...with the help of their husbands... plan their kitchens. All want large ones at first. But usually after the discussion period, the women are thinking in terms of a kitchen and a utility room. They see the value of a kitchen narrow enough to cut down unnecessary walking. This is done by designing a room in an unbroken "U" for the flow of work from right to left...that is, for the right-handed worker. Proper level of work tables, sink and cupboards comes in for discussion. The women have found there is no model kitchen plan. Each must design for her own needs.



The living-room plans are the highlight of the second day's sessions. This room must be planned for the comfort of family members alone and for the time when there are guests. To see how their plans will work, the men and women draw the living room to scale and cut out pieces of furniture from colored paper. The furniture is arranged for the best interests of father and mother....for junior wants a study desk and for the teen-age daughter who wants to entertain. The fireplace is placed in the plan as a center of interest...windows go in for light on each unit of the room... and the position of doors is decided upon.

* * *

A Well-Arranged Bedroom

Similar cut-out plans are made for the bedroom. The bed is placed in straight lines of the room and with enough space next to the wall to allow for easy bedmaking.* Other features that come in for study are cross ventilation...without drafts on the sleeper...good light over the dressing table...chest of drawers and closet set close together...and perhaps space for writing desk or reading chair.

The Montana example in home designing is certainly one to recommend. Midwestern homemakers, too, will be wise to observe inconvenient features of present day housing and jot down plans for their post-war improved homes.

* * *

JULY FOOD FORECAST

The July crop report issued by the U.S. Department of Agriculture gives us assurance that food production in the United States will be well above average this year...if not quite in the bumper class of 1942 and 1944.

Farmers have planted about 350 million acres in the 52 crops which will furnish the nation most of its food. This is the second largest number of acres planted since the war...falling a bit below the record of last year.

Good news comes in the increase in food grains. The wheat crop at 1,129 million bushels is 50 million bushels over the bumper crop last year. There is a record rice harvest in prospect and more oats than in 25 years. Also important to homemakers is the increase in sugar beets and cane...so that domestic sugar production should be about 25 percent above last year.

The Fruit and Vegetable Picture

While there are very short crops of apples and sour cherries, there will be a record high peach production and large crops of pears, grapes, sweet cherries and prunes. Big crops of potatoes, other vegetables, tobacco, and flaxseed are on the books.

It hasn't been corn weather in the "corn belt" this year...and the production of this important grain is far below the level of the past three years. However, the hay crop is the second largest in history and pastures have seldom looked better. Under present prospects feed grain production should be ample for livestock and poultry to be fed. With ideal weather, the corn crop might bring a better yield than is now forecast, and it still remains to be seen what the harvest of other feed crops will be.

* * *

SOME LIKE 'EM COLD

Tell your listeners who plan to freeze their share of the peach crop that something new has been added to the technique. It's a treatment to capture the bright color of the fruit. Ascorbic acid or vitamin C, is one anti-darkening agent recommended by home freezing specialists of the U.S. Department of Agriculture. It should be added in powdered form... one-fourth of a teaspoon to a cup of sirup in which the peaches are to be frozen. A less expensive treatment is a solution of citric acid..your listeners may know this as artificial lemon flavor. The solution is made by dissolving a fourth of a teaspoon of citric acid crystals in one quart of water. Just as soon as the peaches are peeled and sliced, they should be dipped for one minute in the citric acid solution. Then they will hold their color. Ascorbic acid and citric acid are available at most drug stores.



You can answer the inevitable question on the sugar required for frozen peaches by saying that the specialists recommended a sirup of three cups of sugar and four cups of water, or a pack in one part by weight of sugar to three or four parts by weight of fruit.

In cases where the peaches are fully ripe and rich-flavored, you might suggest the homemakers put up a frozen fruit puree to be used later in making peach velva. Directions for putting up the puree can be found in the bulletin "Making Velva Fruit At Home", which broadcasters can obtain from the Marketing Reports Division, Office of Marketing Services, U.S. Department of Agriculture, 5 South Wabash Avenue, Chicago 3, Illinois. As regional office supplies are limited, listeners should be advised to obtain this free publication from the U.S. Department of Agriculture, Washington 25, D.C.

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MATTRESS MAKE-OVER

Although new innerspring mattresses may not be available for some time yet, many old ones can be made almost as good as new. Your listeners will welcome some tips on how to judge a good repair job - such as these suggestions from textile specialists of the U.S. Department of Agriculture.

Take the mattress that needs repair to a reputable workman. A good repair job should include tying all loose ends of the coil springs and fluffing and replacing any "work out" padding so that the mattress will be firm and springy. If necessary, have the ticking replaced. For most mattresses, 6-ounce ticking makes a good cover, but some mattresses may require a heavier fabric. Always insist that all materials used in the mattress are thoroughly sterilized. This is required by law in most states. It's a good idea to get a written estimate of how much it will cost to renovate the mattress. To make a repair job worth while, cost should not exceed one-half the cost of the mattress when new.

* * *

SEA FISH FOR THE CORN BELT

With modern refrigeration, shipping, and storage bringing the finest of fish and seafoods to Corn Belt markets, Midwestern homemakers will be wise to take advantage of these healthful food products, especially at this time when meat and poultry supplies are not sufficient to meet the demand. During July, at Chicago, important receiving point in this area, thousands of pounds of frozen king salmon, lingcod, and halibut have been coming in from the West Coast. Atlantic fishing points have sent to inland markets large quantities of cod, flounder, haddock, mackerel, rosefish, and whiting. And here and there you'll note a fish dealer supplied with other sea varieties, such as rock fish, sea bass, scup, red snapper, sole, hake, and skate. There's a small amount of shellfish available, too, including clams, crabs, frog legs, lobster, and shrimp. Salt water fish, in particular, contain iodine, an essential element needed to prevent goiter, which is often found in areas with iodine-deficient soils.

* * *

MIDWESTERN MARKET BASKET

The best way to hold down fresh food costs right now is to take advantage of the several Midwestern grown vegetables which are in plentiful supply and quite reasonably priced. One of the "best buys" is cabbage, the market for which has been dropping somewhat lately. Beets are very attractively priced, along with leaf lettuce. Turnips and carrots are also in large enough supply to merit frequent use at present costs.



Adequate supplies of tomatoes are selling a little higher in most areas, although prices vary rather widely according to quality and condition. Some of the first outdoor homegrown tomatoes are appearing on the market, and we can look forward to more of them as the weeks go by. Meantime, most of the tomatoes are still from southern growing sections, augmented by a fair supply from Midwestern hothouses.

Homegrown snap beans are also coming to market, but so far the supply is light and prices are very high as ceiling regulations have been removed on this item for the summer. At Cleveland, snap beans have sold almost twice as high as the former ceiling price.

Moderate to light supplies of potatoes are reported at most points and prices are holding right at ceiling. However, a large crop of potatoes is expected this year, and larger supplies should show up at the markets in the weeks ahead.

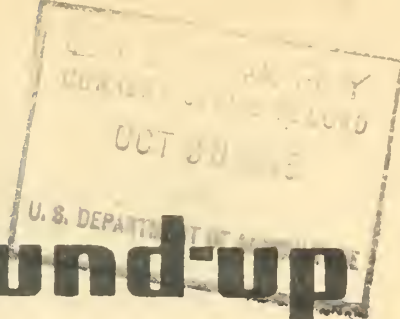
A large variety of fruit is being offered, although most classes still sell close to or at ceiling prices. The more plentiful fruits include peaches, watermelons and cantaloupes. Many of the peaches are available at prices under ceiling, especially the smaller size and lower grade offerings. Several types of berries are on the market, but prices are high.

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs



WHAT'S INSIDE

GOLDEN HAZE...or new possibilities for dried egg powder.....

IT'S ON ICE.....nation's food held in cold storage.....

FALL FOR IT....full steam ahead urged on autumn gardens.....

CUT TO ORDER.....army meat purchases are again reduced.....

ORANGE QUEUE...forms as transport shortage delays shipments.

TOMATOES FOR TOMORROW..provided they're canned this summer..

HANDLE WITH CARE..advice to the owner of a rayon swim suit..

OBJECTION SUSTAINED..Ryan workers have a "say" about meals..

HONEY TIME GAL.....this is a "honey" of a story.....

MIDWESTERN MARKET BASKET..overflows with peaches right now..

War Food Administration

U. S. Department of Agriculture

OFFICE OF MARKETING SERVICES

5 South Wabash Avenue

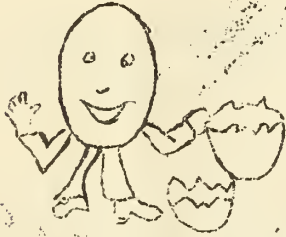
Chicago 3, Illinois

No. 161

July 21, 1945

GOLDEN HAZE

The U. S. Department of Agriculture, along with many of our industries, is looking to future uses of products which have boomed during the war. For example, the Department is cooperating in surveys for increased household and industrial use of dried eggs.



Eliminate the negative shell...
Accentuate the positive contents...

In 1941 there were only 16 egg drying plants in this country with a production of some 7 million pounds a year. These dried egg products were used chiefly by commercial bakeries. Because our military forces and allies were in need of eggs in a convenient shipping form, facilities were increased to step up dried egg output. By 1944 there were 121 plants and production had jumped to over 320 million pounds. Even though the war years have seen great improvement in the quality of dried eggs, the demand is likely to drop back to pre-war levels unless additional uses are brought to light.

Dried Egg Possibilities

Surveys so far show that the future for the use of dried eggs in cake and hot bread mixes is particularly bright. There is also a new outlet developing in the manufacture of all kinds of ice cream. Experiments have shown that dried eggs can be stored and added to an ice cream mix with less waste and greater ease than the fresh or frozen eggs now generally used. There also is pretty general agreement among ice cream manufacturers that dried eggs, like fresh and frozen eggs, improve the whipping qualities of the ice cream and add color, food value, smoothness and stiffness to the final product.

Dried eggs may never replace fresh eggs in home cooking. However, if they're sold in 5-ounce packages, they might well be a supplement to shell eggs for many cooking uses. And dried eggs offer a good way to store a spring surplus for winter use and thereby equalize prices.

Storage Temperature Important

To find the secret of successfully keeping dried eggs over a period of several months, food research specialists of the U. S. Department of Agriculture recently conducted a series of experiments. Their tests showed that the secret is proper storage temperature.

When stored at temperatures below 60 degrees Fahrenheit, dried whole eggs retained their original quality characteristics for a year. Scrambled eggs made of the year-old dried eggs were tender and creamy, and cakes made from the dried eggs were indistinguishable from those made with fresh eggs.

* * *

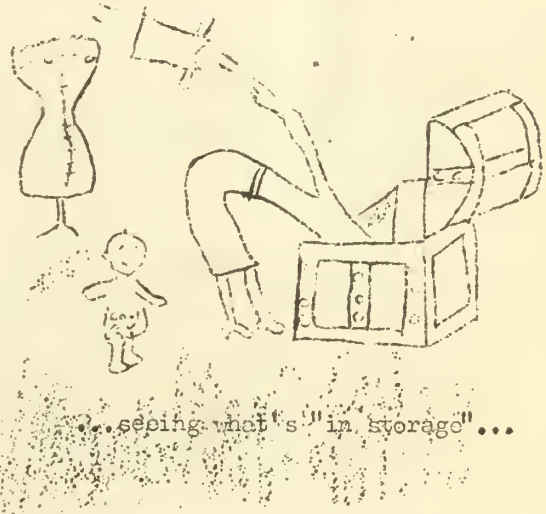
IT'S ON ICE

The homemaker checks on food in the refrigerator to know what will be on family menus in the days ahead. On a much larger scale, the U.S. Department of Agriculture reviews food stocks in the nation's cold storage warehouses to see what will be available for millions of homes for weeks and months in advance.

A monthly report by the Department of Agriculture aids food producers and processors, as well as distributors and the government, to make more workable food plans. Food men from coast to coast study the figures and graphs that apply to their business. They learn where there is available space and where warehouses are filled, and they can figure methods to handle the constant flow of food products.

Out-of-season Foods Made Possible

If it were not for the facilities of the huge storage industry there would be a great many bare spots on America's dinner tables. It's true that the storing of grain is as old as history, but artificial refrigeration where temperatures can be made and controlled within a fraction of a degree is relatively new. Because of this ability to manufacture and control weather, industry sees that we have out-of-season foods that are often impossible to distinguish from fresh foods.



Most agricultural products are highly seasonal. They are at a peak of production perhaps for only a few weeks. With our storage system, this temporary abundance may be stored for later use. The billions of pounds of food held in millions of cubic feet of storage capacity also means protection to the families who can't produce their own food.

What Foods Need Refrigeration?

Two major kinds of storage space..."freezer" and "cooler"...are reported on by the U. S. Department of Agriculture. It's necessary to freeze some products...such as certain types of meat, frozen fruits and vegetables, fish, and butter...to protect them. Others, such as cheese, apples, and eggs may be stored in coolers at temperatures just above freezing.

The homemaker can take some tips from cold storage specialists on getting best use of her home refrigerator and locker space. Industry has learned since the war that many foods formerly held in commercial cold storage did not require freezer or cooler protection and were taking up limited space. The homemaker can follow the same principle. If storage room is a problem, sugar preserved foods such as jams and sirups, fresh foods such as potatoes, sweet potatoes, onions and squash, and dried fruits need not go into the refrigerator.

FALL FOR IT

From the reports coming in to USDA'S Victory Garden Headquarters, it's plain that the weather has slowed down most gardeners throughout the country. In some areas, it's rained too much. In others, it's been dry as the well known bone. In a few areas, it's been just right -- and the gardens are flourishing.

However, taking the country as a whole, garden production this year stands below even last year's production...which was itself a drop from the 1943 record. And that's not good, considering the fact that the need for homegrown food is greater this year than it's been at any time since the war started. The civilian share of the 1945 pack of commercially canned fruits and vegetables is smaller than the amount civilians got in 1944...amounting to 7 percent less canned fruit and 19 percent less canned vegetables.

Fall Garden Benefits

So, fall gardening is in order...both in those areas where gardens up to now have done poorly and in those places where gardens have grown beautifully.

Here are a couple of good angles on the benefits of fall gardening. Most insects stop bothering vegetables about the time fall crops start growing...and weeds tend to grow less vigorously during the late summer and early fall. Also, the later in the year your listeners can eat fresh vegetables from their gardens, the longer they'll put off the time when they fall back on canned goods for part of the vegetable portion of their menus.

* * *

CUT TO ORDER

Government purchases of beef and lamb were again reduced recently. By this action, the greatest possible share of the meat currently produced will be available to civilians.



...it's cut to order...

Instead of 30 percent of federally inspected army-style beef going to government buyers, 25 percent will be taken. The set-aside lamb from federally inspected plants has been cut from 15 percent to 10 percent of the current production. These reductions were made so that the amount of beef and lamb obtained under the set-aside orders will be in line with current allocations of meat to military and other government claimants. This is another instance

where government food allocations have been so planned that purchases may be curtailed during the season of light production.

* * *

ORANGE QUEUE

A transportation problem spelled with capital letters is keeping that record crop of California oranges from moving east.

It seems all the railroad lines west of the Mississippi river are congested. Troop deployment...plus heavy production of many fruits and vegetables in California...plus labor shortages...plus limited railroad facilities to handle the gigantic transportation task have all aggravated the problem. Loading holidays have had to be established. This means that until September 1st, no freight of any kind, except army and navy equipment, can move on Saturday and Sunday. While the measure allows railroad employees to clear up terminal centers, it cuts down freight movement east. Since refrigerator cars must be shared for all perishable foods, there does not seem to be a very hopeful prospect for more than adequate supplies of oranges moving east this year.

* * *

TOMATOES FOR TOMORROW

News that the civilian supply of commercially canned tomatoes will be smaller this year than last is your cue to urge home canners to put up tomatoes this season.

Here's what canning specialists of the U.S. Department of Agriculture have to say. Tomatoes are rich in vitamin C...their tangy flavor and brilliant red color will add zest to winter meals...and they're the easiest of all vegetables to can. "Tomatoes may safely be put up by the boiling water bath method...they are the one common garden vegetable that requires no pressure canner."

Homemakers should choose only ripe, firm perfect tomatoes for canning. Peeling can be made easy by putting the tomatoes in a wire basket or thin cloth and dipping first in boiling water for a minute and then into cold water. The tomatoes should be quartered so that they will heat through quickly. Advise homemakers to process in a boiling water bath and cool jars overnight, right side up and away from drafts.

* * *

HANDLE WITH CARE

The word on bathing suits this season is "treat'em gently!" Most bathing suits are now made of rayon, which is weaker when wet...and which dries slowly. Here are some tips from textile specialists of the U.S.D.A. Take off a wet bathing suit gently. Wash the suit in mild suds frequently, particularly after salt water dips. Avoid twisting or wringing the wet suit...and in putting the suit out to dry, see to it that the weight of the fabric is well distributed. Dry the suit quickly, if possible.

* * *

OBJECTION SUSTAINED

From earlier Round-Up stories you've learned about industrial feeding in many war plants today. The way that the Ryan Aeronautical Company of San Diego, California, handles its feeding of several thousand workers is highly successful because employees have a say in how the cafeteria is run. Here's the way the employee-participation system works.

Any suggestions or criticism which employees wish to make are given to department representatives who bring them before the cafeteria committee. This committee consists of eleven rotating members and four permanent ones. The permanent members include a representative of the factory manager's office, a member of the Public Relations Department, the Chief Steward, and the Nutritionist. The rotating members are employees from different departments in the office and factory and are chosen solely on the basis of seniority, regardless of race, color, or sex. These members serve for two months and then are replaced by the next in line with seniority.

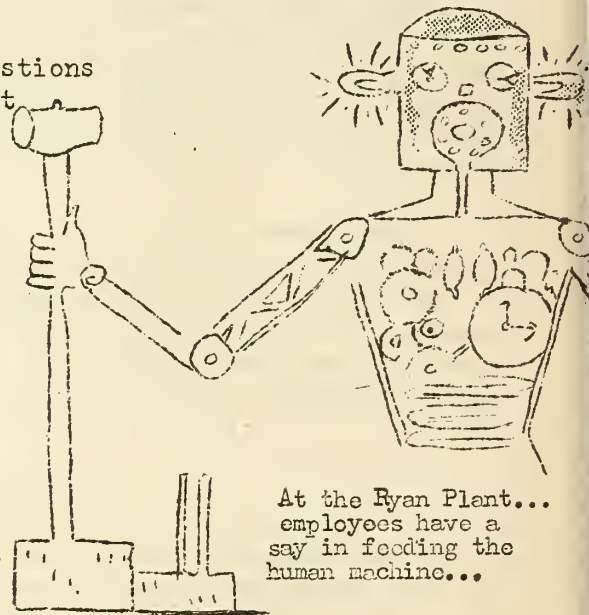
The New Committee Views The Job

When a new committee comes in, the chief steward shows them through the kitchen and storerooms to give them a picture of available facilities and to explain why the service is arranged as it is. Then the nutritionist explains the requirements for an adequate diet, and what the cafeteria is doing about it.

The new committee members ask any questions they like...then they go out into the plant and discuss the service with their fellow workers. In this way, employees learn how their cafeteria works. Then, if they feel that any changes should be made, they pass their ideas to their committee man. And thus, the food service is made to suit the workers as much as possible.

Employee Ideas Used

When the cafeteria was first started, for example, the pieces of pie were small and sold for five cents a slice. The only trouble was that very little pie was sold. Employees wanted larger pieces and they told the committee so. They considered the request and decided to offer a sixth of a pie for 10 cents. Pie sales now are three times what they had been.



At the Ryan Plant...
employees have a
say in feeding the
human machine...

Upon another occasion, the chief steward noticed that although there was always a big bowl of soup crackers at each end of the soup kitchen, few people ate any crackers. Finally, an engineering representative on the committee said that the employees weren't used to dipping up the oyster type crackers with the long-handled ladle they were expected to use. He suggested that a scoop be used instead. Now Ryanites eat crackers with their soup.

There have been many other changes brought about by suggestions from employees, but perhaps these examples will make their point. It's not always what you prepare, but how you set the stage for the food on your table that counts.

* * *

HONEY TIME GAL

Good news to Midwestern homemakers is that honey is scheduled for a return engagement this fall and winter. Right now, most stores of any size have at least small quantities of bottled honey. But it should be easier to get honey soon...some new honey is already on cornbelt markets from tulip-poplar and locust. There aren't quite as many crops of honey as there are pickings of so-called monthly roses, but bees work on a succession of nectar-bearing blossoms from those of the early maple and willow in March and April on through goldenrod and aster in October.

Of course, weather affects honey production just as it does crops. The bees in the North Central states have had a hard spring. The weather was so cold and rainy that they had to pace up and down, impatiently biting their finger nails, and unable to fly out for nectar.

Since honey takes its flavor from flowers, its flavor varies with the kinds of flowers from which the bees gather nectar. Honey varies in color, too. In order to have a uniform product for marketing, two or more honeys are often blended. This helps to insure the same color, flavor, and consistency during the different seasons and from year to year.

A Honey To Your Taste

Sweet clover, white and alsike clovers, and alfalfa are the chief sources of honey in this country. Distinctly flavored honeys also come from the tupelo trees of the South, from orange blossoms, and cotton blossoms, from the wild sage of the foothills of California, the star-thistle of the Pacific coast, buckwheat, mesquite, and fireweed. The important commercial honeys come mostly from clovers or clover blends.



...She's buzzin', Cousin!...

Probably the darkest table honey is produced from cultivated buckwheat, while the lightest honey, water white in color, comes from the fireweed that follows forest fires in the Northwest. As you might expect, the light-colored honeys as a rule are mild in flavor, and the darkest generally have a strong flavor, but there is a range and variety sufficient to satisfy any taste.

Honey is the sweetest of the sugar substitutes. Although honey contains about twenty percent moisture, measure for measure, it has about the same sweetening power as sugar. The characteristic flavor of honey is imparted to the foods with which it is sweetened. It may be used to

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advantage in bland foods where flavor as well as sweetening is desirable. Thus honey gives a delicately pleasing flavor to cake frostings, meringues, and custards. When it is desirable to have the flavor of the food predominate, honey should be used sparingly. For instance, it may be used in small amounts to sweeten cooked fruits, and to glaze baked ham, sweetpotatoes, and carrots.

Since the rationing of sugar, honey has been playing a new and important role in many commercial products, as well as in the home. In addition to being used in many soft drinks and candies, it has proved especially successful in ice cream because it gives unusual smoothness along with extra sweetness. The darker and stronger flavored honeys are being used in baked beans. Those more mild in flavor go into the making of some of the emergency ration biscuits for American boys in uniform.

* * *

MIDWESTERN MARKET BASKET

A few fresh fruits and vegetables now stand out as "good buys" in relation to most items at midwestern markets.

In the vegetable line, there are fairly large supplies of homegrown beets, cabbage, and leaf lettuce at quite reasonable prices. Most of these items are good substitutes for vegetables which are in rather light supply and more costly. Snap beans are a good example. Supplies are light and prices are still rather high since the removal of ceiling regulations for the summer. Ceilings have also been removed on green peppers and eggplant, with the best peppers selling rather high.

Celery is plentiful and moderately priced among the relish vegetables. So are green onions and radishes. Meanwhile, it's possible that tomatoes will be a better buy as the supply of homegrown offerings are beginning to appear on some of the markets. Potatoes are still in rather light supply and prices are holding at ceiling.

Most of the talk about fruit these days centers around peaches, which are arriving at all markets in very heavy volume. Illinois peaches are now supplementing the large southeastern crop and prices are coming down. Now's the time to use this favorite fruit in every way, shape and form. Cantaloups and watermelons are plentiful, with many of the cantaloups selling under ceiling. Other fruits, however, continue to sell at ceiling, or if no ceiling is in effect, at high prices. Persian limes are on hand for delicious fruit drinks.

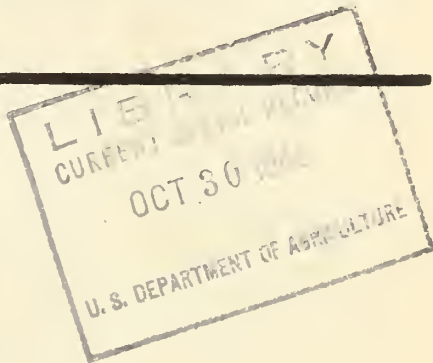
(The information contained in the Midwestern Market Basket is based on reports of the wholesale trade at markets located at Chicago, Cincinnati, Cleveland, Detroit, Minneapolis, Kansas City and St. Louis).

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs



WHAT'S INSIDE

SAFE TO TRAVEL...are the white-stamped luncheon & sausage meats..
PREFACE TO WARMTH.....make houses weather-tight for winter.....
TALE OF A SHRIMP...is timely as heavy production season begins..
BUG BARRIER....repellent makes mosquitos and chiggers retreat...
FAIR AND SQUARE...attractive meals sell nutrition at home.....
DO'S ON MILDEW.....are in order during damp, humid weather.....
UNINVITED RUG CUTTERS.....can be given the well-known "gate"....
ALL IN A LATHER.....over prospects of larger soap supplies.....
AT THE MEAT MARKET...there's a little more beef, veal & lamb....
A PEACH OF A REPORT....many peaches crowd Midwest stores now....
MIDWESTERN MARKET BASKET.....spotlights celery and cabbage.....

U. S. Department of Agriculture

OFFICE OF MARKETING SERVICES
5 South Wabash Avenue
Chicago 3, Illinois
No. 162
July 28, 1945

SAFE TO TRAVEL

The white, tissue-thin federal-inspection stamp you may see on luncheon and sausage meats assures the same protection as the more familiar purple one for other meats. It seems these white reproductions of the purple stamp make a better contrast against the color of meat loaves and are easier to read.

At any rate the white stamp carries the same benefits as the purple one. That is, the product comes from a federally inspected meat plant, is clean and wholesome and safe to move in inter-state trade.



Specially treated
for Sausage!!

Stamp is a Guide to Ingredients Used

The inspection of cold meats and sausage is a rather complicated business. First the meat must be approved. The other ingredients used...such as vegetables, cereals, soya flour, seasonings and vinegar...must also be clean and safe to eat. The inspection does not stop here, for a check is also made on the mixing and processing. For example, all pork products that are to be eaten without further cooking are required to be heated to a certain temperature to eliminate the danger of trichinae.

Your listeners might be interested to know that the federal inspection stamp also gives them some idea as to the contents of meat loaves and sausage. Sausage may not contain more than a total of 3-1/2 percent of cereal, vegetable starch, soya flour, dried milk or dried skim milk. When such ingredients are used in the sausage, the label on the product must say that these food items have been added. Only a certain percentage of moisture and fat content is allowed, too. Most other meat products...like chili con carne, corned beef hash, liver products, and scrapple...have a minimum meat requirement. For example, scrapple must be 40 percent meat.

All these guarantees come with the purple or white stamp of federal meat inspection...so when buying processed meats, it's a wise plan to look for the round federal meat inspection stamp.

* * *

PREFACE TO WARMTH

In nautical terms, to "snug down a ship" means to get it ready for a gale. Even though the prospect of a gale or just a heavy frost seems remote these summer days, you may remind your listeners that this is a good time to "snug down ship." In other words, it's a good time to do what they can to make their houses weather tight for winter. News of the heating fuel shortage means that thrifty and proper use of fuel will be a "must" in every household this year.

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As a means of getting ready for a lean fuel year, housing engineers of the U. S. Department of Agriculture suggest caulking of cracks and the installing of storm sashes, weather strips and insulation material where needed.

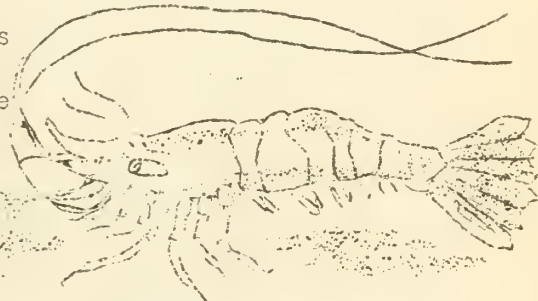
Supplies are expected to be adequate. Zinc weather stripping has been on the market all along. Now bronze and brass weather strippings are being manufactured for civilian use. As for insulating material, dealers' stocks at present are fair, and the prospect is that they will get better since manufacturers may get the raw material they need. The supply of storm sash for windows and doors will likely improve. It will be sufficient to meet legitimate demands, but because of the lumber shortage, the government asks that householders install storm sash only where a rigorous climate makes it necessary.

* * *

TALE OF A SHRIMP

Shrimp is the most popular shellfish in the United States. Americans eat ten times as much shrimp as lobster and half again as much as they do crab.

The heavy production season for shrimp is now under way in the states along the Gulf of Mexico, and though this shellfish is available at any season, more will be marketed from now until December. It seems that of the 150 million pounds of shrimp taken from the sea each year for cocktails, salads and appetizing cooked dishes, 85 percent comes from the Gulf Coast...and 66 percent from the state of Louisiana alone.



A SHRIMP POSES FOR A PICTURE!

Few people in the inland sections of the country have ever seen a whole shrimp, for usually only the tail is marketed. In life the shrimp looks much like a small lobster, but the claws are so small that most people would fail to notice them. The edible meat is in the tail or abdomen so the claws and head are removed before the shrimp is shipped. The living shrimp is pale green or gray and rather transparent. The pink or reddish colors develop upon cooking.

A Shrimp Biography

As for the life story of a shrimp...it is now known that the shrimp lays its eggs during April, May and June in the waters of the gulf or ocean. The parent shrimp leaves the eggs at the mercy of the currents. When the young hatch, they move into the surface waters of the bays and sounds where river drainage provides foods. Since the spawning season extends over a period of several months, young shrimp are arriving in the coastal area throughout the entire summer. The earliest arrivals reach commercial size...about 4 inches...during July, and by September practically the entire catch is made up of young shrimp from the preceding spring. In the winter, the larger shrimp move out into the open Atlantic

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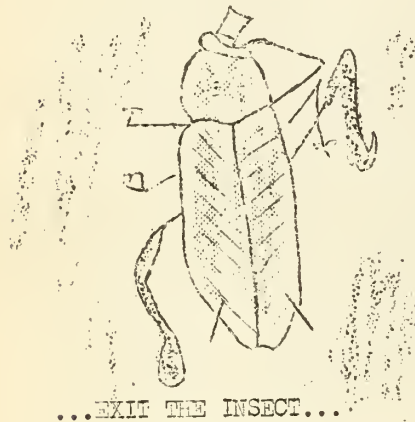
or the gulf to escape the chilly inside waters, and winter fisheries get these so-called jumbo shrimp from March through June. Since no 2-year shrimp have ever been found, it is believed that shrimp die after spawning, at the age of about a year.

Canned shrimp has been for many years the most familiar market form. During the war, shrimp canning declined because of the shortage of cannery labor and the attractive prices obtainable for fresh shrimp. Also, with the advance in food technology, fresh shrimp cooked and peeled and fresh shrimp frozen are becoming better known.

* * *

BUG BARRIER

"Bottled armor" is how you might describe insect repellents developed by entomologists of the U. S. Department of Agriculture for use by the allied armies. Although these repellents have been in use by the armed forces against a variety of insects since 1942, the story of their development has just been released.



Basic ingredient of the repellents is a compound called dimethyl phthalate (di meth' il thal'ate). Entomologists found this to be more effective in preventing bites of the malaria mosquito than any other compound previously known. And tests by the Food and Drug Administration showed that it was safe to use on the skin. Further research by the entomologists resulted in a mixture of dimethyl phthalate and other materials which was even more effective, and which could be used to treat clothing against many biting insects. As a result, it was possible for the armed forces to issue a single repellent to protect the fighting man against a variety of insects.

The repellent is not yet available for civilian use, but its development promises protection from insects for woodsmen, picnickers and others who wish to enjoy outdoor life in the postwar world...sans "chiggers" and other bothersome bugs.

* * *

FAIR AND SQUARE

It's appetite and eye appeal that sell nutrition to the family, say home economists of the U. S. Department of Agriculture.

In planning meals, they suggest the homemaker try to work out interesting contrasts -- crisp cabbage slaw with baked beans...crunchy toast with soup...chopped celery with peanut butter as sandwich filling. Don't serve all "water" vegetables...and avoid serving two or more starchy vegetables at the same meal. In a vegetable plate dinner, it's often a good idea to fry or scallop one vegetable - or make it into fritters or croquettes - to provide rich flavor, crisp texture and stick-to-the-ribs satisfaction.

Garnishes for Glamour

Garnishes give foods eye appeal and flavor accent. The good cook uses parsley, watercress, pickle, and a dash of paprika. And she makes the color of the foods themselves contribute...like the bright red of tomatoes on a cool bed of salad greens.



An artist's touch in planning menus....

If it lacks appetite appeal, even a nutritious meal may go half eaten, warn the home economists. For example...though good foods in themselves... macaroni and cheese, creamed cauliflower, mashed potatoes, white bread, milk, and vanilla pudding would make an unhappy combination because all are pale, soft and bland.

Picture instead the attractive gold and green of this menu...cheese souffle, broccoli or snap beans, parsley potatoes, raw carrot sticks, whole wheat muffins with marmalade, milk, and fruit cup. It offers appetizing contrasts...crisp carrot sticks to fluffy souffle...tart fruit cup to bland potatoes. Most important, it adds up nutritionally to a well-balanced meal.

* * *

DO'S ON MILDEW

If it's been raining in your area recently or if the weather has been humid, chances are that homemakers are fighting or will have to fight mildew. The Bureau of Human Nutrition and Home Economics has some tips on preventing mildew.

To keep the whole house from becoming musty and moldy, it may be worth while to build a fire in the central heating system or in each room. Windows and doors should be left open while the fires are going so the air will circulate freely. Floors and woodwork can be protected from mild growth by wiping them with a damp cloth wrung out in water and a little kerosene. A 5 to 10 percent borax solution will also do the trick.

The Difficult Spots

Closets, dresser drawers, basements or cellars are particularly susceptible to mildew because they're closed and dark and may hold the warmth and dampness. Homemakers need to take special pains to keep these areas dry, clean and well aired. An electric light left burning in the closets will help dry the atmosphere. An open jar of calcium chloride (which may be obtained at hardware stores) will absorb moisture too. But because it turns into liquid as it absorbs moisture, the calcium chloride will need to be changed often.

(More)

Clothing tucked away in drawers should be brought out for a few hours of sunning, drying and airing once or twice during the summer, or after a rainy spell.. The storage places can be cleaned and dried while the clothes are sunning. Musty odors in basements will usually disappear if the house is well heated and aired. If they persist, homemakers can sprinkle the floor of the basement with bleaching powder, chloride of lime. When the mustiness has gone, then it's time to sweep up the powder and scrub the floor.

* * *

UNINVITED RUG CUTTERS

Remind your listeners that this is a good time to check on carpet beetles - or buffalo moths as they are sometimes called. In the spring months, the adult beetle lays her eggs, choosing such places as floor cracks, baseboards and in piles of clothing and furniture covers. The soft white eggs hatch in from 8 to 15 days...and immediately the young larvae begin to feed on whatever animal fiber is closest at hand. The first evidence the householder has of their presence may be when she finds the edge of her living room rug eaten away.

To check carpet beetles, entomologists of the U. S. Department of Agriculture advise homemakers to look at the underside of rugs and in piles of clothing. Carpet beetle larvae feed on animal fibers, both silk and wool. They also eat starchy and floury material. After they have eaten their fill, the larvae may go some distance from their feeding ground to hide for a while. The larvae choose lodging places out of reach in ordinary house cleaning. They may be hiding behind baseboards and moldings, under the floors and between the walls.

The householder may get rid of hiding places of the insect by filling floor cracks and the cracks about baseboards with a good filler. The persistent use of oil-pyrethrum sprays and frequent cleaning of rugs on both sides will usually enable the homemaker to get rid of carpet beetle larvae. In case of heavy infestation, the best way to get rid of them is through fumigation or with a power sprayer in the hands of a pest-control operator.

* * *

ALL IN A LATHER

About 100 million pounds more of the heavy-duty laundry type soap flakes and powders are going to be made for civilians in the coming months. Also, army requirements for soap are expected to be lower during the next six months. These two factors...plus the amount of soap presently scheduled for civilians...should slow down the run on this commodity.

(more)

At present many homemakers raid their grocery store as soon as a new shipment of a favorite soap arrives because they fear rationing. Secretary of Agriculture Anderson says he does not plan any soap rationing program. He is the official to authorize such a move, and he says the step is too difficult to undertake and not necessary at this time. He believes that if people know the supply of soap is adequate, they will buy more in accordance with their current needs.

The Situation Looks Soapy Enough

Here are the facts on the supply situation. Although our national stocks of fats and oils are limited, the share of these products going into soap for civilians in 1945 is more than the quantity used before the war. The reduction in army requirements will also mean more soap for the people here at home.



Another optimistic note is that in regard to heavy-duty laundry types of soap. The Department of Agriculture has issued a new regulation whereby manufacturers of laundry chips, flakes, powders and granular soaps will use more water-softening building material and reduce the quantity of the ingredients made from fats and oils. This regulation will not decrease the cleansing qualities of these laundry soaps. And those 100 million extra pounds...an increase of 10 percent...can be made without the use of additional fats and oils. It should be made clear, though, that this measure applies only to laundry-types of soap and does not change the formulas for bar soap or fine granulated or flake soaps.

* * *

AT THE MEAT MARKET

Homemakers will be able to obtain a little more beef, veal and lamb at their meat counters in the coming weeks...and at lower point values.

Chief reason for the immediate improvement in the beef supply is that the military and other government buyers are going to be taking less of the army style beef produced by federally inspected slaughter plants... 20 percent of the total instead of 25 percent. There will also be 10 percent more utility grade beef available than in the past few months. In addition, homemakers can expect more frankfurters, luncheon loaves and sausage, since the government requirement for canner and cutter grades of beef has been reduced from 65 to 55 percent of the amount produced in federally inspected plants.

In August the normal seasonal movement of grass-fed cattle to market begins. This, along with the smaller government purchases, makes the beef picture look a little brighter for civilians.

There will be a slight increase of lamb, too, because of seasonal increases in marketings. The set-aside order on lamb was terminated July 22, since government agencies can now get adequate supplies of lamb and mutton through open market purchasing.

* * *

A PEACH OF A REPORT

The statisticians report that there's a record large peach crop this year, and to prove it, there are peaches galore on Corn Belt markets right now. So each homemaker should make herself a committee of one to let no peach go to waste this summer. Supplies are heavy at wholesale distributing centers and retail outlets right now, and since peaches are highly perishable, it is important that homemakers buy and can them while they are being shipped in volume. The peaches coming from Georgia, Arkansas, and Tennessee, and other points South are of the Elberta variety, a yellow-fleshed freestone peach which is a favorite for home canning. Midwestern peach growing areas such as Illinois and Indiana have been sending Golden Jubilees, Hale Havens, and other varieties to market. However, Illinois is now getting ready to market its main crop of Elbertas in a few days, around the first of August. Shipping of Elbertas is expected to start in the southern Indiana peach counties sometime between August 5 and 10. Colorado peaches will be an important source of supply for states west of the Mississippi.

Indications that homemakers are beginning to get in the swing of the canning season come from southern shipping points, where, despite heavy carlot loading prices have strengthened. Advise homemakers that it's no time to procrastinate... it's time to can! Right now...enjoy peaches for pleasure...and can for good measure!

* * *

SUGAR EXTRA!

Civilians in areas east of the Mississippi River will receive 40 thousand additional tons of sugar between July and September, due to a re-distribution of civilian sugar supplies. The Secretary of Agriculture has announced that military procurement of sugar is decreased by 40,000 tons. This action does not increase the total supply for civilian usage, but it does make 40,000 tons more sugar available from Atlantic and Gulf refineries for civilian use in shortage areas east of the Mississippi River.

* * *

MIDWESTERN MARKET BASKET

It shouldn't be too difficult to hold down fresh food costs if we take advantage of the more abundant fruits and vegetables. Peaches, of course, head the list. Cantaloups are among the fairly good buys in other classes of fruit, most of which is selling at ceiling prices. Fruits on which there are no ceiling regulations are high in price. Moreover, some fruits are in light supply, such as apples, oranges, grapefruit and the various types of berries. Limes and watermelons, however, are rather plentiful.

Shoppers for low income families will find plenty of cabbage, beets and leaf lettuce at the vegetable counters. These items offer variety at very reasonable cost. Rather liberal supplies of Michigan celery are reaching many Midwestern markets, and prices are rather attractive on this favorite relish. A few more green beans are also to be had, although prices still are not as attractive as we might like. Tomatoes too are rather high priced for this time of the year. This is because the homegrown supply isn't quite ready for market in any large volume and shipments from other growing sections have fallen off. Carrots and green corn are in rather light supply, with the cost ranging from moderate to high.

* * *



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

RECORD
OCT 30 1945

U. S. DEPARTMENT OF AGRICULTURE

STORY OF A GLAMOROUS GROCERY..where only frozen foods are sold...

EGG OF THE FUTURE.....will be an improved Humpty Dumpty.....

POP GOES THE RECORD..we'll have more corn for winter popping.....

MORE ON MILDEW.....mildew-proofing in one easy lesson.....

A POCKET FULL OF RICE.....and many more, are on their way.....

LARD AND LOGIC.....more lard for areas of critical shortages.....

PROTEIN PARLEY....about fitting adequate protein into meals.....

THE BIG THIRD.....Inter-American Conference plans for peace.....

COLOR SPREAD....more golden butter for civilians this month.....

PICKLE PICTURE.....cucumber crop caps cuke chronology.....

SPUD SPURT.....potatoes are again rolling to market.....

A SLIGHT PUFF.....

MIDWESTERN MARKET BASKET.....timely food marketing tips.....

U. S. Department of Agriculture

OFFICE OF MARKETING SERVICES

5 South Wabash Avenue

Chicago 3, Illinois

No. 163

August 4, 1945

6170(8)

STORY OF A GLAMOROUS GROCERY

Today perhaps you'd like to take your listeners shopping (via the air-waves)...in a glamorous and unique grocery...the first frozen foods store in the Midwest. This store...known as "Freezer Foods, Inc."...is located at Hubbard Woods, Illinois, a Chicago suburb on the north shore. In this attractive grocery...you'll see no show cases, or shelves or exposed food of any kind. It's really something different. The store is decorated in cream and delft blue and consists partly of two batteries of freezer units, thirteen on each side of a slightly elevated runway for the use of clerks. These units are filled with neatly wrapped and packaged frozen foods.



SNOWMEN IN AUGUST?
WELL, COULD BE!

As you have probably guessed, "Freezer Foods, Inc." sells frozen foods exclusively, including the choicest meats available, poultry, game, frozen fish, bakery goods, vegetables, ready cooked foods, dairy products, and fruits. On one wall of the store you'd see the list of foods sold, together with prices and OPA point values.

"Sub-Zero" Delivery Service

A distinctive feature of this store is the monthly delivery service to the homes of owners of home freezers by snow-white sub-zero delivery trucks. This service makes it possible for the homemaker who owns a frozen food unit to buy in quantity and to save shopping time. The trucks already serve more than 1200 homemakers located in Chicago's north shore suburban area.

Back of the scenes at the store is a laboratory, test kitchen, taste bar, and aging room for meats...also a large zero storage room. Liberal storage space permits large purchases. In the case of meats, the organization stresses the quality angle, and only U. S. choice beef is used. The meat is bought from packers in wholesale cuts and aged under a new, patented process. In this process, the aging takes only seven days instead of the ordinary twenty-one and shrinkage is reduced to a minimum. Meats are cut into steaks, chops, roasts, and all popular consumer cuts in varying weights...wrapped first in transparent wrapping, then in locker plant paper, and labeled as to cut, price and point value.

Perhaps you'd like to know what's offered at this frozen food store. In meats, beef steaks and roasts, veal chops, steaks, roasts, frankfurters, hamburger and boneless beefstew are on the list. There's lamb, too...leg-of-lamb, lamb roast, kidneys, chops and stew. And let's not overlook pork, on hand as roasts, tenderloins, chops, links, hams and bacon. Mallard ducks, pheasants and rabbits are among the "game" offered, and the selection at the frozen fish counter includes shrimp, and the fillets of cod, mackerel, perch, sole, flounder, as well as salmon steaks, shad roe and scallops.

(more)

Frozen Baked Goods, Too

Frozen pastries can be served oven-fresh with little effort by the homemaker who shops at the frozen foods store. She might buy blueberry muffins, cloverleaf rolls, frozen cookies, or even frozen pies. Many homemakers in the Midwest have purchased frozen vegetables and fruits at their local grocery. As you might expect, "Freezer Foods, Inc." offers a good selection in this line -- from asparagus to squash in vegetables, and from applesauce to strawberries in frozen fruits.

There is ice cream as well as other dairy foods, of course, and to top it all, ready-cooked foods like browned beef stew, chicken a la king, cream of tomato soup with croutons, frozen salad, shrimp gumbo soup, spaghetti with meat balls and Welsh rabbit.

The frozen foods store at Hubbard Woods has been followed by others started at Cincinnati, Detroit, Milwaukee, and one now opening at Minneapolis. These stores, together with the use of home freezer units, point the way to more convenient and easier marketing and menu-planning for homemakers and promise a new frozen foods future in the Midwest.

* * *

EGG OF THE FUTURE

It takes breeding to make a good egg. For evidence, poultry scientists of the U. S. Department of Agriculture cite the qualities of eggs produced by specially bred hens at the Beltsville Research center.

One line of hens lays eggs that have unusually good keeping qualities. Infertile eggs from this strain retain good table quality for two weeks when stored at a temperature as high as 100 degrees F. another line produces eggs that ship and store well because they have thicker, less porous, and stronger shells. Eggs almost entirely free from blood spots are produced by another specially bred line. Still another line lays eggs that have a larger percentage of thick white than usual. These eggs fry and poach better than the ordinary egg.



Any progressive poultryman -- say the scientists -- can apply the principles of breeding and selection to produce these good eggs. And the prospect is that the egg of the future will have better keeping qualities as well as other improvements.

* * *

POP GOES THE RECORD

Popcorn records continue to pop, according to mid-summer crop reports. This year we can expect even more than the record harvest of 1944. Indications are that Iowa, the top producing state, expects a 45 percent increase in the number of acres planted. Oklahoma ranks second only to Iowa...and Indiana and Nebraska are close behind.

(more)

The ears of popcorn are smaller than field or table corn, so the yield is less per acre. And without harvesting machinery, picking the corn is backbreaking work. So the price for popcorn has to be sufficiently attractive to make it worth the farmer's time and effort.

The anticipated shortage of sweet confectionery may have influenced the increased acreage on popcorn. Next winter you can probably plan on making popcorn balls with corn syrup or molasses of some kind to satisfy that sweet tooth.

* * *

MORE ON MILDEW

Last week, you recall, Round-Up carried a story on preventing mildew. Another angle your listeners will be interested in is mildew-proofing. Here are some suggestions from textile specialists of the U. S. Department of Agriculture.

Duck or canvas shower curtains can be mildew-proofed with a treatment using soap and cadmium chloride, a chemical that can usually be obtained at drug stores. You'll want to warn your listeners to keep the crystals out of reach of children and pets, since they are poisonous if taken internally.

Here's How It's Done

The material to be mildew-proofed should be soaked for 20 minutes in enough hot soapy water to cover it. Then the fabric, thoroughly wet with soap, is immediately immersed in a solution of cadmium chloride -- one and one-half ounces of crystals for each gallon of water. The fabric is heated in this solution about 15 minutes...then without being rinsed... it's wrung out and hung on a rope line, since a metal line will discolor the material. It's the combination of soap with the cadmium chloride that does the trick. Copper sulphate, the garden insecticide, is another chemical that can be used the same way with soap for making cloth mildew-resistant. Copper sulphate, however, leaves a slight blue tinge to the material.

Slip covers for porch furniture, awnings and other similar household materials can be treated with either of these chemicals. But the treatments should not be recommended for garments, because they have not been tested for their toxic properties.

* * *

A POCKET FULL OF RICE

Like a lot of other foods in the limelight, rice goes its way...now you see it, now you don't. Right now, supplies are pretty well used up... but it is estimated that the current rice crop will be the largest in history. The current situation is not at all unusual because retailers have no yen to carry over big stocks. Rice has a way of getting "buggy" and rancid. And the customers don't like it that way. Besides, Americans don't eat as much rice in the summer as they do in winter.

(more)

Last year there was an enormous demand for rice. The crop yielded 18-and-a-quarter million pockets...and a pocket is a hundred pound bag. This year's crop is estimated at nearly 20-and-a-half million pockets. Translated into pounds...this amounts to over 2 billion pounds. Some of this record harvest will be sent to the Pacific. How much, we have no way of knowing yet. Recommendations have been made, but nothing has been signed on the dotted line.



Filling The Rice Bowl

Demands have increased all across the board. Puerto Rico and Cuba would like more, because they are rice-eating countries, and they have the money to purchase it. So far, their allocations have been limited. Another factor in the increased demand is the situation in the Pacific. Our armed forces are supplying the native troops which are helping us there.

* * *

LARD AND LOGIC

Civilians in those sections of the country where lard has been scarce will be seeing an improvement in supply. This doesn't mean any increase in lard production. It means that the army and other non-civilian users are taking a cut in order to make more lard available in areas of critical shortages. In all ten million pounds more of federally inspected lard will be available for civilians.

At present a little better than 75 percent of our total supply of lard is federally inspected. The consumer -- civilian or otherwise -- is assured that such a product was rendered from fresh clean, sound fatty tissues from hogs in good health at the time of slaughter...and that the high standards of federal meat inspection have been met all along the line until the lard leaves the packing house. Federally inspected lard can be identified by the circular inspection legend on the display panel of the label around the lard carton.

* * *

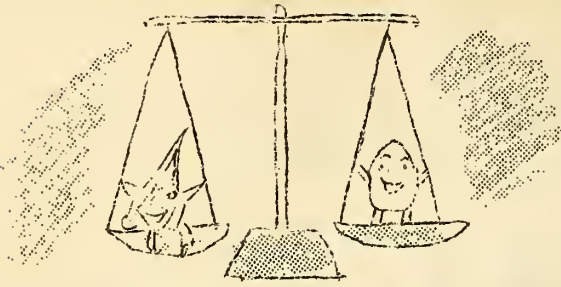
PROTEIN PARLEY

The question arises, "What about protein in planning meals, now that meat's in short supply?"

Food specialists of the U. S. Department of Agriculture point out that protein -- the food substance that builds and repairs body tissues is found in many different foods. Meat is one of the most popular sources. Poultry, fish, eggs, milk and milk products are other sources of animal protein. Good plant protein comes from such foods as cereals, dried beans and peas, from peanuts and from soybeans.

(more)

Nutritionists have never expected that all of a day's supply of protein would come from animal foods. In this country, about a fourth of the protein in meals comes from cereals. Many American style dishes use one of the protein foods to supplement another in highly nourishing combinations. Oatmeal and milk, macaroni and cheese, milk and egg custard and corn pudding are examples. Food scientists have found that the protein of peanuts and wheat supplement each other remarkably well, so a peanut butter sandwich does a good job on the protein side. In other cases, grain food does a better protein job when it's teamed up with the animal protein of milk.



...WEIGHING UP THE PROTEINS...

You can assure your listeners there's no serious shortage of protein in the United States, even when there isn't so much meat, eggs and poultry available. Last year's food supplies for civilians in this country provided enough proteins to allow an average of 100 grams a day. The National Research Council's yardstick of good nutrition calls for about 70 grams of protein a day for a man, and 60 grams for a woman. Remind your listeners that the smart way is to spread out proteins from animal sources with the more plentiful proteins from plant foods.

* * *

THE BIG THIRD

This has been a great year for conferences that have made headlines in the allied world. One important meeting, however, that your listeners probably haven't heard too much about...but which will affect their future... is the Inter-American Conference on Agriculture in Caracas, Venezuela, which ended last week.

This was the third such meeting. The first was held in Washington, D.C. during the depression to plan a defense against sagging world markets and price-wrecking surpluses. The second was in Mexico City in 1942, and its problem was the production of food and raw materials essential for war.

This last meeting had a more cheerful outlook for its concern...and that was to meet the problems of peace. Some of the questions it considered were...how can the present high production capacity of the Americas be used for a higher standard of living for all people? How can international cooperation in production and marketing be achieved? By what means can individual countries provide a better diet for their people?

The Inter-dependent Americas

How the answers to these and other questions discussed at the conference will affect your listeners is evident. We are dependent on the other Americas for important foods such as coffee, cocoa, bananas, and many kinds of spices. North America also looks to her neighbors for other products... rubber, quinine, and insecticides. On the other hand, the United States supplies her neighbors with manufactured articles, and wheat and other grains.

(more)

Another important point is the interchange of scientific information at the conference which will help all countries involved. By pooling knowledge, each country has gained information to help overcome insects and pests that affect certain types of fruits and vegetables. It is not too much to hope that eventually some such information will minimize the need for quarantines so we in the United States may have new kinds of fruits from the other Americas on our tables.



...CONFERENCE CONCOCTION...

* * *

COLOR SPREAD

Civilians will have access to about 100 million pounds of butter during August...an increase of around 15 million pounds over July.

There are a couple of reasons for the improvement. The armed forces have reduced their domestic purchases because they are getting some butter from Denmark for use by our troops in Europe. Also the August production of butter now looks slightly higher than was first estimated.

The ration value remains at 16 points per pound, the OPA announces, because of the recent point reduction from 24 points.

* * *

PICKLE PICTURE

The 1945 crop of cucumbers for pickling will probably be the largest in cuke chronology. In round figures it comes to between 9 and 10 million bushels of cucumbers. Last year, USDA provided for the reservation of 40 percent of the '44 crop of cucumber pickles and pickle products for the army. This year the army finds itself with enough left over to waive a repeat set-aside.

This is good news for civilians. Traditionally, Americans are keen for pickle products. And the record crop plus the army's hold-overs, means that you can have all the sour and dill pickles your palate craves.

One fly hovers over the sweet pickle barrel, however...and that's sugar. Last year, processors were allowed 70 percent of the amount of sugar they used in 1941 for processing and canning all pickles. This year, however, they are getting only 50 percent. This spells a large amount of sour and dill pickles -- and soft and low on the sweet products. It is likely that the processors will choose to sink their sugar supplies in the production of sweet relish...made up of odd-shaped pickles not practical for other uses. On the other hand, processors might hold over some of their cucumber supplies by brining them. Such salted cucumbers will last a long time, and can be pulled out at a later date and converted into sweet pickles, relish or processed dill.

* * *

SPUD SPURT

Potatoes are again rolling to market. Pipelines and pantries will begin to look more normal. Current shipments indicate ample supplies.

Fortunately, shipping will not be a Jericho, because the spuds are moving in from far-flung areas. Cars are rolling in from New York and New Jersey...from as far west as Washington, California, Nebraska, and Oregon...and Idaho, of course, is maintaining her spct in the spud world.



Because summer spuds have a lower starch content and higher moisture make-up than the later varieties, they don't keep as well. So it's a good notion to keep abreast of your supplies.

* * *

WELCOME HOME!!!

A SLIGHT PUFF

(Late add to story on P. 5)

Because the needs of our military forces and liberated peoples in the Pacific were so great, all available rice since March of this year has been purchased by the government. Within the last few days there has been a reduction in the amount of rice that millers in the southern states and California are required to set aside for government purchases. This means civilians will have slightly more of this commodity during the next two months. The rice that will be available by this action will be from the 1945 crop.

* * *

MIDWESTERN MARKET BASKET

Homegrown vegetables are "taking over" at the midwestern markets and many of them are swinging into the more reasonable price class.

This is especially true of tomatoes. Although tomatoes are still a little high priced for this time of the year, they are becoming a much better buy as additional supplies come in from nearby areas. Cabbage is very prominent now as a low cost vegetable, with supplies very liberal.

The list is much longer. Green beans, leaf lettuce, beets, celery, green onions, radishes -- all these items are arriving in good supply at more attractive prices. Even green corn is now on the plentiful list at some points, with supplies increasing elsewhere. However, prices of corn are still a bit high. Green peas, peppers, cucumbers and bunched carrots are in only moderate supply at most markets. Meanwhile, the movement of white potatoes to market is increasing daily. Prices of good quality stock have dipped below ceiling for the first time in months. At the same time, more new crop sweet potatoes are also available and prices are tending lower.

Peaches remain the "best buy" in fruit, even though they are starting to move up somewhat in price on the best varieties at least. Prices may have passed the low point of the season, but supplies are still plentiful.

* * *



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

LIBRARY
CURRENT SERIAL RECORD

OCT 23 1945

U.S. DEPARTMENT OF AGRICULTURE

LIVESTOCK SHOWS.....it's "a-comin' around the mountain".....
RATION FREE "C".....no points needed for canned citrus juices....
INDIAN FASHION....styles in drying corn haven't changed much.....
NOT SO DEEP....is a good rule for planning new kitchen drawers...
ON THE BEAM.....women farm workers can take a bow.....
DID YOU FORGET SOMETHING?..such as an empty milk bottle or two?..
DEATH TO WEEDS.....introducing a new chemical weed killer.....
A CHICKEN IN EVERY G.I. POT...good to eat and good for morale....
LEANER BEEF IN THE PICTURE AGAIN..a reminder to homemakers.....
THE IN-BETWEEN POTATO.....has many virtues for August menus.....
NOTE TO BROADCASTERS.....on why ROUND UP uses background style....
MIDWESTERN MARKET BASKET.....fruit and vegetable marketing tips..

U. S. Department of Agriculture

Office of Marketing Services
5 South Wabash Avenue
Chicago 3, Illinois
No. 164
August 11, 1945

LIVESTOCK SHOWS

You've probably heard the saying..."Things will get worse before they get better." It's not a very cheerful one...but such a statement might well have been applied to our meat prospects earlier this year. Now it's with relief that livestock specialists in the U. S. Department of Agriculture can say that meat has passed the "low" for the year and will be in better supply during the remaining months of 1945. For the first time in many months, some retail meat dealers in the shortage areas along the Atlantic and Pacific Coasts report that they can carry over meat and not sell out immediately after the meat truck pulls up to the door.



...MAYBE THAT MEAT IS
COMING YOUR WAY...

The situation is relieved largely because of recent reductions in Government buying. About 36 percent of the total meat from federally inspected plants is being set aside for Government needs... chiefly the military...as against 46 percent of the total in the first six months of this year. Of course, Government purchases will be stepped up in the last quarter of 1945 when there is a seasonal gain in meat output. There are other factors improving the supply, too, distribution is more even, and shipments of lambs and grass-fed cattle to market are increasing.

For Your Menu Suggestions

You'll probably find that beef, veal and lamb supplies are the most adequate. Pork will continue scarce until early winter, when the 1945 spring hog crop is marketed. Supplies should show considerable improvement next spring when the crop of 1945 fall pigs reach market weight.

Looking at total meat production this year, the Department of Agriculture says United States supplies are 8 percent less than the all-time high of 1944...but 40 percent above the 1935-39 average.

* * *

RATION-FREE "C"

All canned citrus juices are now ration point free. Commercially packed orange juice has had a zero point value for some time, and grapefruit juice and grapefruit-orange blend got their new status last week (August 5). The outlook for civilians is more favorable with decreased takings by the military services. And there's every indication of another large pack of citrus juices this year.

Americans really go for canned fruit juices. In the years between 1935 and 1939, the average use was about 4 pounds per person. This year, per capita use of commercially packed juices will be over 10 pounds. While this

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figure includes purchases of apple, prune, pineapple and other fruit juice nectars, about three-fourths of the commercially packed fruit juice we civilians drink is citrus.

Canners Urged to Pack Citrus Juices

The expanded production and wider distribution of citrus juices make it possible to procure supplies at almost any retail outlet. During the war, canners have been encouraged to put up a large citrus juice pack to meet civilian and military requirements. Grapefruit juice has also been subsidized as a means of preventing inflation. The subsidy enables consumers to buy this vitamin C rich item at reasonable prices.

Another vitamin C juice is also point free...and that's the popular tomato juice which is in good supply. It's expected that civilian purchases of commercially packed tomato juice will average about 4 to 5 pounds this year.

* * *

INDIAN FASHION

It's old and corny...but your listeners will welcome this home food preservation tip from an Indian maiden, "A good way to put up sweet corn is to dry it."

The homemaker who lives in a cloudless, arid climate will do well to dry the corn...Indian fashion...in the sun. In other parts of the country, oven-drying is recommended.

Here are some suggestions from food specialists of the U. S. Department of Agriculture. Only good fresh corn dries well. Select ears in the milk stage, just right for cooking...pick only as much corn as can be handled at one time. Husk ears...cut out defects...and then boil the corn 7 to 8 minutes. Cut corn from the cob with a sharp knife and spread evenly on drying trays in half-inch layers.

The Drying Process

For sun drying, lay a thin cloth over wire trays, window screens or slat trays so air can circulate under and over the corn. Cover the corn with another thin cloth to keep out insects and dirt. Place the trays in the sun and stir two or three times a day. Make sure they are in at night before dewfall or a shower.



For oven-drying, have trays that fit the oven and allow for air circulation. Dry corn at 150 degrees fahrenheit, leaving oven door slightly ajar. Stir the corn and turn trays every half hour. Watch the corn carefully to prevent scorching at the end of the drying period...about 8 hours after the corn has been put in the oven. After turning off the heat,

open the oven door wider and let food stay in the oven an additional hour. This added warmth will not harm the corn, but is a precaution, as a damp kernel can spoil the whole batch. Corn thoroughly dried is so brittle it shatters when hit with a hammer. Store the dried corn in glass jars sealed with rubber jar rings, and put the jars in a cool, dark, dry place.

When you want to use the dried corn, soak a portion of the corn in just enough cold water to cover...until the kernels are plump. Then cook the corn in the same water, boiling it slowly in a covered pan until tender.

* * *

ON THE BEAM

Land Army women who are "sweating it out" in long bean rows or at other back-breaking farm jobs are feeling very good these days over an Extension Service Bulletin put out by Cornell



University, Dr. C. G. Bradt wrote the bulletin to give farmers more practical pointers on handling help...all kinds of help. Since Pearl Harbor, thousands and thousands of women have pitched in to help farmers save their crops; so naturally, Dr. Bradt said something about these workers.

Dr. Bradt said that women are very good employees...and then he gave the reasons that will make every woman beam.

Here they are: "Women stick to a monotonous job. They listen readily to advice...and follow instructions. Women have patience with tedious work. They show loyalty, and finally, they're willing to admit their mistakes promptly."

So, tell the girls who've done farm work during the war, or who are planning to do it, to take a bow. Cornell University says they're good.

* * *

NOT SO DEEP

Post-war home note of the week is of special interest to your listeners who plan new kitchens after "V-J Day." It comes from the Home Management Specialist of the California Agricultural Extension Service.

Many kitchen drawers...say the specialist...are too deep for the equipment stored in them. As a result, valuable storage space is wasted. So when new drawers are built, they should be planned so that they are of a convenient depth that will make use of all the space. Sections and trays for the kitchen drawers should be planned before the new storage space is built.

* * *

DEATH TO WEEDS

To the average homemaker, 2,4-D may sound like a football signal. But, if she has a lawn to keep, she'll be interested to learn that it's really short for a chemical weed killer, 2,4-Dichlorophenoxyacetic acid. In solution, this chemical can be sprayed easily and inexpensively over a lawn to kill dandelions, plantains and many other weeds without harming the sod. Chances are your listeners won't find much 2,4-D in their garden supply stores until after the war, but it is being put up in limited amounts in a few weed killing preparations.

The plant scientists of the United States Department of Agriculture have been experimenting, in cooperation with certain State Agricultural Experiment Stations and the United States Golf Association Green Section on the use of this plant growth regulator. Perhaps you'd like some of their findings.

How This Weed Killer Acts

First, 2,4-D is not effective on weed grasses like crabgrass, Johnson grass, and nutgrass. It does affect bent grasses and should be used cautiously on lawns of this type. It does not hurt Kentucky bluegrass, annual bluegrass, redtop, fescue and buffalo grass.

In applying 2,4-D to their lawns, homemakers should make sure none of the chemical blows or drifts into their gardens. It will injure plants like beans, tomatoes and squash. So far, there's no evidence that 2,4-D is harmful to human beings. It's non-corrosive and non-inflammable. It does not harm soil that's already well sodded. But if sprayed on bare soil, it does affect crops planted there later.

* * *

DID YOU FORGET SOMETHING?

This has been a year for enjoying more glasses of our favorite beverage food, milk. But at the same time, that there has been a record production of milk, the bottle supply is down. Reports from the dairy industry in all sections of the country show that milk bottles are very short, but the problem is particularly acute on the East and West coasts.

Bottle manufacturers say they can't turn out new bottles fast enough to take the place of all those not being returned. Nor can enough paper cartons be made to take the place of glass containers. It boils down to the fact that if we expect to get our milk, we'll have to do our part and return the empty bottles. And, of course it's up to the individual housewife to help get those bottles back into circulation.



HEY KIDS --
QUIT PLAYING SPIN THE BOTTLE!

* * *

A CHICKEN IN EVERY G. I. POT

This week the U. S. Department of Agriculture's new marketing order on poultry went into effect in all states of the Midwest Area except Michigan and Ohio. Meetings between Government representatives and the poultry industry were held at Minneapolis, Aberdeen, S. D.; Omaha, Des Moines, Kansas City, and St. Louis to explain the operation and importance of this order to provide 125 million pounds of chicken for the armed forces.

Chicken has always held a top place in the list of favorite American foods...and some of the happiest memories of our fighting men are of Sunday dinner at home featuring chicken and dumplings, or roast chicken.

The Army Chicken Order

On our fighting fronts, life is hard and rather primitive...and the only comforts our soldiers have are those we provide for them. Food helps to promote high morale among our men...and chicken is high on the list of morale foods. Wherever it is possible to set up organized messes with field kitchens, frozen poultry is being delivered and served to our troops. It's needed, too, at field hospitals, hospital ships, and hospitals here at home where soldiers are convalescing. And the Army needs fresh poultry for feeding members of the armed forces stationed in this country. In addition, a considerable amount must be canned for use in the field and also for special combat rations. In fact, particular need right now is for chicken for canning purposes.



... "HERE, CHICKY-CHICK-CHICK!..."

The best time to get this poultry is, of course, ^{large numbers} when/ of chickens are going to market...and that's between now and December. A substantial part of the requirements of the armed forces will be provided during this period. But the army needs the cooperation of farmers, processors, and homemakers to do it.

Good Share for Home Markets, IF...

First, farmers and poultry producers should sell only to authorized processors and their buyers, who will be provided with official stickers issued by the U. S. Department of Agriculture. The sticker has a soldier's head in blue on a white background, and must be displayed on truck window-shields or plant windows. Poultry dealers and processors are asked to comply with all orders governing the sale of chickens. And finally, consumers should refuse to pay more than ceiling prices for the poultry they buy. In this way, the army will get the poultry it needs, and the remaining amounts will go into legitimate civilian channels...not into the black market.

Yes, chicken goes to fighters first...so that they can have some of their favorite "home vittles." And, if we follow the rules of the game, there'll be a good share for civilian home markets, too.

LEANER BEEF IN THE PICTURE AGAIN

The movement of grass-fed cattle to market is once more underway, and that means Midwestern homemakers will find more of the lower grades of beef available. The percentage of grass cattle is increasing seasonally, coming directly from western ranges. At the same time, the movement from Corn Belt feed lots is getting smaller.

Grass-fed beef is good beef, and it is just as high in food value as the top grades of corn-fed beef. Most of it, however, does not have the "finish" of the cattle fed on grain on the farms of the Midwest. The majority of it is graded by the Government as Commercial or Utility beef. These grades of beef are suited to slow cooking by low temperature with moist heat. Ribs and loins may be roasted, but they should be cooked at about 300 degrees Fahrenheit, or less, and be well larded with strips of fat. Other cuts should be used for pot roasts, Swiss steak, stews, meat pies, "boiled" beef, hamburger cakes, meat loaves and many other ground-meat dishes. Some additional fat, savory seasonings, and slow cooking at low temperature will produce delicious meat dishes from these lower grades of beef.

* * *

THE IN-BETWEEN POTATO

This story is definitely not based on the legend of the Three Bears... but there is such a thing as an early potato, an intermediate potato, and a late potato. And right now we can enjoy plenty of the mid-season "intermediate" spuds which are coming to market in liberal quantities. The July crop report estimated a potato crop of about 1.08 million bushels this year, compared with 379 bushels last year, and a ten-year average of 375 million bushels.

The mid-season crop of potatoes is arriving at Midwestern markets from California, Colorado, Idaho, Kansas, Nebraska, North Dakota, New Jersey, Oregon, Texas, and Washington. The extra supplies can't be stored away for winter use because these spuds are thin-skinned and don't keep well. Among the favorite varieties offered are Long Whites...the red-skinned Bliss Triumphs...and Cobblers.

Taters...spuds...murphies...call them what you will, potatoes belong on the Midwestern homemakers's priority list of foods for eating right now. The best way to get most food value from these potatoes is to cook them in their jackets. And of the two ways of cooking potatoes in jackets, boiling conserves more vitamins than baking. So -- start with potatoes boiled in their jackets whether you're serving them parsleyed, mashed, creamed, hash-browned, or in salads. When raw potatoes are called for, as in scallop or soup...the peelings should be kept thin. The best way to serve all potatoes is quick-cooked and steaming hot, for the longer they stand exposed to the air, the more vitamin C they lose.

Homemakers can prepare many tempting potato dishes during the coming weeks to intrigue family appetites...including potato scallop...roast potatoes...potato pancakes...potato hot pot...potato soup with oatmeal...potato salad...potato puff...and potato griddle scones.

* * *

NOTE TO BROADCASTERS

Recently we asked for suggestions to improve RADIO ROUND-UP. Several of you wrote in and said that if ROUND-UP was written in script style, you could use it verbatim on your programs.

It's true that script style is the easiest to use. But we'd like to tell you why the background style is particularly advantageous in this service. The material purposely calls for local adaptation...thus the same information can be used by several broadcasters in one city. ROUND-UP is sent from Washington by leased wire to five area offices. These offices add information of local interest and mimeograph ROUND-UP for exclusive Monday delivery to radio stations. Here again, by using background style, we can get more material on limited leased wire space.

MIDWESTERN MARKET BASKET

Two of the "best buys" on Midwestern fresh fruit and vegetable markets at this time are homegrown cabbage and beets...supplies of both vegetables are plentiful, and should continue so for some time yet.

However, several other homegrown items are also in large enough supply and reasonably priced to merit increased use. Right now tomatoes and green corn are arriving at the markets in ever increasing volume and prices are now more attractive than they have recently been, especially tomatoes.

This year's potato crop is the fourth largest on record and is now beginning to make itself felt on most of the Midwestern markets in the way of declining prices. So the potato shortage is largely a thing of the past, and frequent use of this important food is in order.

Offerings of celery continue plentiful, with the result that prices on this relish vegetable are also lower now. Most of the celery is the Golden-Heart variety, principally from Michigan. Supplies of green peas, carrots, snap beans, cucumbers, green peppers, and eggplant range from moderate to light.

Peaches still rate high among the fruits in good supply. However, offerings have been somewhat lighter and prices are close to or at ceiling. Illinois and Indiana Elbertas are moving to market now, and some of the first Ohio Elberta peaches have appeared, but it will be two or three weeks before there will be any sizable offerings.

Most other fruits continue to sell at ceiling, if subject to OPA price regulations, and at relatively high prices if not under ceiling. Citrus fruit, apples, cantaloups, honeydew melons, plums, apricots, grapes, ^{and} pears are all available, but mostly in moderate to light quantities.



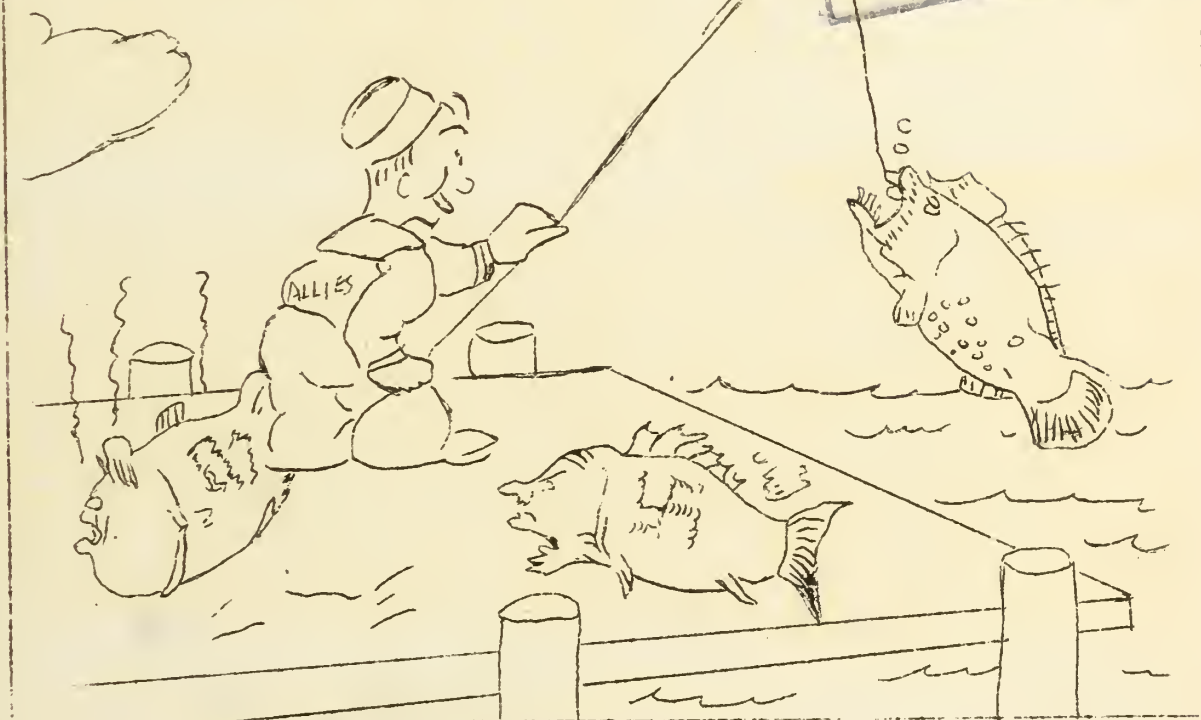
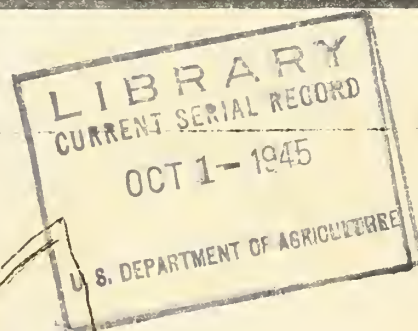
Radio Round-up

A weekly service for Directors of
Women's Radio Programs

VICTORY ISSUE

FISH DEPARTMENT

THE BIG ONES THAT
DIDN'T GET AWAY!



U. S. Department of Agriculture

OFFICE OF MARKETING SERVICES

5 South Wabash Avenue

Chicago 3, Illinois

No. 165

August 18, 1945

THE BUTTER TRUTH

There are conflicting reports as to the size of our butter stocks. Also, people are wondering if victory over Japan will mean more butter for the home front.

Homemakers may expect more butter in the remaining months of this year, but not any great increase, because total production during 1945 was the lowest in over 20 years. Another thing, we're approaching the season of lowest production...November is the nadir month. At the same ^{time} the supply is limited...civilian demand is heavy...and military requirements have been high.



As for reports that butter has been wasted through spoilage...the U. S. Department of Agriculture has checked every specific case and found that none could be verified. The storage of butter is not new...it's an established trade practice. So there is no reason for butter to be spoiling in warehouses now when civilian stocks are less than any pre-war year. Certainly warehousemen have not lost the knack of storing butter. It's true that butter is a perishable commodity and will spoil if carelessly handled or stocked in retail stores beyond ration point demand.

Why Low Butter Production?

If you're wondering why more butter was not made, here are some of the reasons. Milk production is the highest on record, but there have been heavy demands on the supply. Last year, we drank 4 billion more quarts than in 1941...the year of our highest butter production. We could not drink our milk and have it for butter, too. Many of our troops were in places where fluid milk is not available. These soldiers were supplied with whole milk powder. Production of whole milk powder has increased seven-fold since 1940. Our soldiers like ice cream, and production of ice cream mixes has increased from practically an experimental basis before the war to 120 million pounds this year. Large quantities of Cheddar cheese and evaporated milk for our military and our allies had to come from our milk supply. As for the available supply of butter this year...civilians will get three-fourths...and military users, one-fourth.

* * *

CITRUS COME-ON

California Valencia oranges are now being shipped in quantities sufficient to meet consumer demands...and from a price consideration are a recommended fruit buy.

The shortage of oranges in Eastern markets during June and July was due to limited labor in the production area and to transportation difficulties because of troop deployment to the Pacific. Lack of ice in

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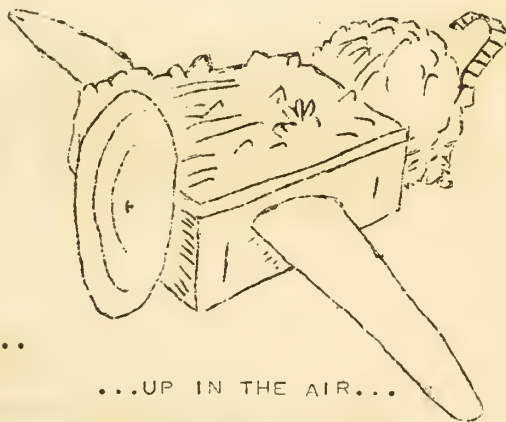
shipping areas in California, combined with slower transportation, affected the quality of some of the shipments. But be assured there are plenty of oranges this season...about 6 million more boxes than last year in California. The crop is fully mature and you'll be seeing larger oranges than those on the market a few weeks ago. "Larger" means oranges with a diameter of 2 inches or so. The California crop this season is of predominantly small sizes, but the very little fellows are being kept in their home state for use in canned orange juice and orange concentrate. Despite their size, these small, thin-skinned California Valencia oranges are very juicy and rich in vitamin C.

* * *

WITH THE GREATEST OF EASE

These days our airplanes can carry 50 men, jeeps, and even bulldozers and tanks. No wonder, then, that commercial gardeners are wondering about the post-war possibility of using airplanes to take their fruits and vegetables to distant markets. Some experimental trips have already been made, but the cost per ton of produce for each mile is still many times more expensive than that of rail traffic.

Airborne vegetables and fruit are therefore in the "pro" and "con" status. One of the benefits of air delivery is that of quality. Possibly, vine-ripened tomatoes could be on the market all year round. Out-of-season asparagus or strawberries would be on the market more months of the year and only a few hours after they were picked. Also, fruits and vegetables that quickly lose some of their vitamin content in storage would be benefited, since that vitamin loss would be cut down with rapid transit. Besides quality and food value improvements... there is the thought that new varieties of fruits and vegetables might be perfected. These varieties could be bred for superior flavor if they didn't need to stand the wear and tear of long travel.



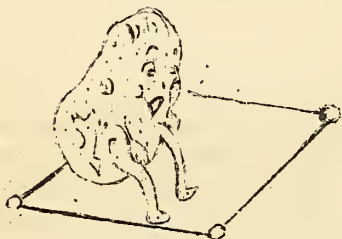
...UP IN THE AIR...

On the "con" side of this air traffic question is the matter of cost. At present there is no comparable traffic in the reverse direction, and one-way traffic is even more expensive. That is, the large producing districts in California, Texas and Florida can ship produce out, but there might not be a return load to these areas. The refrigerator car is still a noble competitor then...and there is also the quick-freeze cabinet. If vegetables and fruits can be frozen within a few hours of the time they are picked, and are kept frozen, they don't have to be moved fast.

* * *

POTATO PLOT

The quality of potatoes now on the market is high, and the supply is plentiful. In the trade, these potatoes now coming in volume from New York and New Jersey...from Washington, Oregon, and Idaho...from Nebraska, Colorado and Texas, are called "intermediates." They're marketed during August and September, when the early spuds are disappearing and before the fall or late potatoes are harvested.



PLAY BALL WITH MR. IN-BETWEEN!

They're intermediate in keeping qualities, too...not quite as perishable as the early spuds, but not as storable as the later ones. Potatoes harvested in August can be stored successfully in reasonably cool, dry, well-ventilated storage, and may be kept for a longer period of time in refrigerated storage. However, it is more economical for the trade to sell intermediate potatoes as they come on the market and not hold them under refrigeration. Late fall potatoes do not require refrigerated storage, but can be held in common storage throughout the full winter period.

To see that the plentiful supply of intermediate crop potatoes are used, the U. S. Department of Agriculture is laying the groundwork for a program to encourage the consumption of spuds. The three angles you can stress are... the quality, the supply, and the fact that potatoes can take the place of more limited foods.

* * *

BLACK SHEEP'S REPORT

Look for the supply of moderately priced essential wool clothing for civilians to improve during the last of this year, and early in 1946. This is the conclusion of the Bureau of Agricultural Economics drawn from the following facts.

First, wool textile production has varied little from year to year during the war. Civilian supplies of wool textiles, however, have varied with military needs. This year, the civilian share so far has been somewhat less than it was last year...even less than it averaged in the pre-war years, 1934-38. It's been larger than in 1942 and 1943, but now, because the army has already cancelled some of its contracts, civilians will have more wool during the last quarter of 1945 and on into 1946.

More Men's Wear Coming Up

Second...even though civilian supplies of wool goods are below the pre-war average, manufacturers are turning out more wool clothing fabrics. The production of drapery and upholstery material is limited. Little auto cloth

(continued)

is made. Most of the clothing fabrics are made for women's and children's clothing because -- up to now -- the demand for civilian men's clothing has been small. As men return to civilian life and as automobile production is resumed, more wool will go into men's wear fabrics and non-apparel materials. Last year, the amount of fabric made for women's and children's clothing was 60 percent more than it was in pre-war days. It continued well above the pre-war levels through the first quarter of this year.



BLACK SHEEP'S REPORT:

Finally, the latter part of this year "I'M BUSTIN' OUT ALL OVER!" should see results from the low and medium-priced clothing programs of the Office of Price Administration and the War Production Board. Much of the civilian supplies of wool textiles will go to make essential apparel items at moderate prices.

* * *

CANNING SUGAR NOTE

In a previous issue of RADIO ROUND-UP we said that the maximum canning sugar allowance this year was 15 pounds per person. That means no one in the nation can now get more than that amount. But the national average allowance is running much lower than the 15 pounds per person. Each regional OPA office is working on a quota basis...that is, 70 percent of the amount it issued last year. In accordance with regional supplies, each regional office must work out a maximum per person allowance so that every applicant will get a fair share.

* * *

FAT FUTURE

Although V-J Day means victory for the allies, it will not bring peacetime abundances back over night. There will still be shortages of many commodities for varying periods of time. Regardless of V-J day, fats and oils, for example, will be critically short for the next six months. Commercial products such as medicine, lubricants, and soap are just a few things fats and oils are used for. Appreciable help cannot come from the Pacific, a normal source of supply, for a long time. Many of the mills over there have been destroyed, as has the inter-island communication system. Labor is still scarce. What there is, is needed to raise food and re-build the country. Also, it will take a long time for transportation from the Pacific to get back to normal. America must again turn to her homemakers for help. Homemakers should continue saving used fat and turning it in to their butchers.

* * *

ON A SOUR CREAM NOTE

To keep crisp salads marching to the table these late summer days, home economists of the U.S. Department of Agriculture offer a salad dressing variation that your listeners will find helpful.

Cream that sours in hot weather can be turned to account as the fat in homemade dressings, say the food specialists. Sour cream dressing is particularly good with cucumbers, cabbage, lettuce, or fruit. The easiest way to serve it is to whip the sour cream and add just a little salt, and a dash of dill or onion juice as desired. Advise your listeners to set the bowl of cream in a bowl of crushed ice as they whip it smooth and somewhat stiff. Over-beating should be avoided because the cream will churn and turn to butter.

Another version of the sour cream dressing can be made by adding sugar, salt, a little pepper, lemon juice, and vinegar to the whipped sour cream.

* * *

SHORTENIN' BREAD

To make a little sugar go a long, long way -- remind your listeners that sweet, hot bread -- both quick and yeast varieties -- will take the place of cake, pastry, and other rich desserts, and will satisfy the family's sweet tooth.

Muffins and biscuits can be stirred up in a hurry and baked quickly. The homemaker may even speed the assembly by mixing the dry ingredients for the dough in quantity ahead of time and adding the fat and milk later. Refrigerator rolls are another time-saver, since the yeast dough will keep satisfactorily in the refrigerator for at least a week.



BISCUITS FOR MADAME...
AND EVERYBODY ELSE!!

Accentuate the Biscuits

Food specialists of the U.S. Department of Agriculture offer these variations on the hot biscuit theme. Substitute orange or tomato juice, or sweetened applesauce with cinnamon, for all or part of the liquid in the basic baking powder biscuit recipe.

Homemakers can also use biscuit dough to make pinwheels. The trick is to spread a sheet of dough with filling...which may

be chopped raisins or dates, spices and sugar, or cocoa and sugar, marmalade, jam, or finely chopped raw apple with cinnamon, or chopped candied orange or grapefruit peel. Then the dough is rolled in jelly-roll fashion, sliced off in inch-thick pieces and baked.

Hot bread, fresh from the oven, is always a treat -- even when the thermometer climbs. With cold cuts, a generous raw vegetable salad, and fresh fruit, sweet hot bread makes a tempting light meal for late summer.

* * *

MIDWEST CAFETERIA RECONVERTS

Now that the war is over, industry is getting re-gearred and re-tooled to peace-time production. Perhaps unique in reconversion plans is that made for in-plant feeding facilities at the Cadillac Motor Car Division

(continued)

6222(7)

of the General Motors Corporation at Detroit, Michigan. This plant, conscious of the industrial production advantages resulting from good feeding facilities for workers, has included relocation of its feeding facilities in its application for plant changes to accomodate reconversion.

Reconversion changes which shifted the majority of workers to other parts of the huge factory made necessary relocation of a complete feeding outlay to accomodate 2,000 workers. Installation equipment for the new cafeteria was rushed at top speed to keep pace with the location of new production work and the shift in the plant population. To get the job done speedily, Cadillac completely dismantled a cafeteria in a less needed location and re-erected it handy to the working areas involved in the new production schedules.

Where reconversion involves quick changes in the location of a majority of the workers within a plant, feeding facilities should follow. Including the cafeteria in plans for such shifts will help to keep workers satisfied.

* * *

CALL OUT FOR CHICKEN

There's been some lifting on food restrictions, but there's still a call out for chicken for the armed forces. The new poultry order, which went into effect on August 13, affects producers and processors in all of the states in our Midwest Area except Michigan and Ohio. More authorized processors are needed. The Chicago Dairy and Poultry Branch of the Office of Marketing Services reports that only 320 out of 850 plants in the area, equipped to process poultry for the armed forces, have requested authorization. Military needs for canned poultry in hospitals, rest camps, bivouac areas, and barracks will continue. Farmers and poultrymen should sell only to authorized processors and their buyers or suppliers...who are identified by official stickers.

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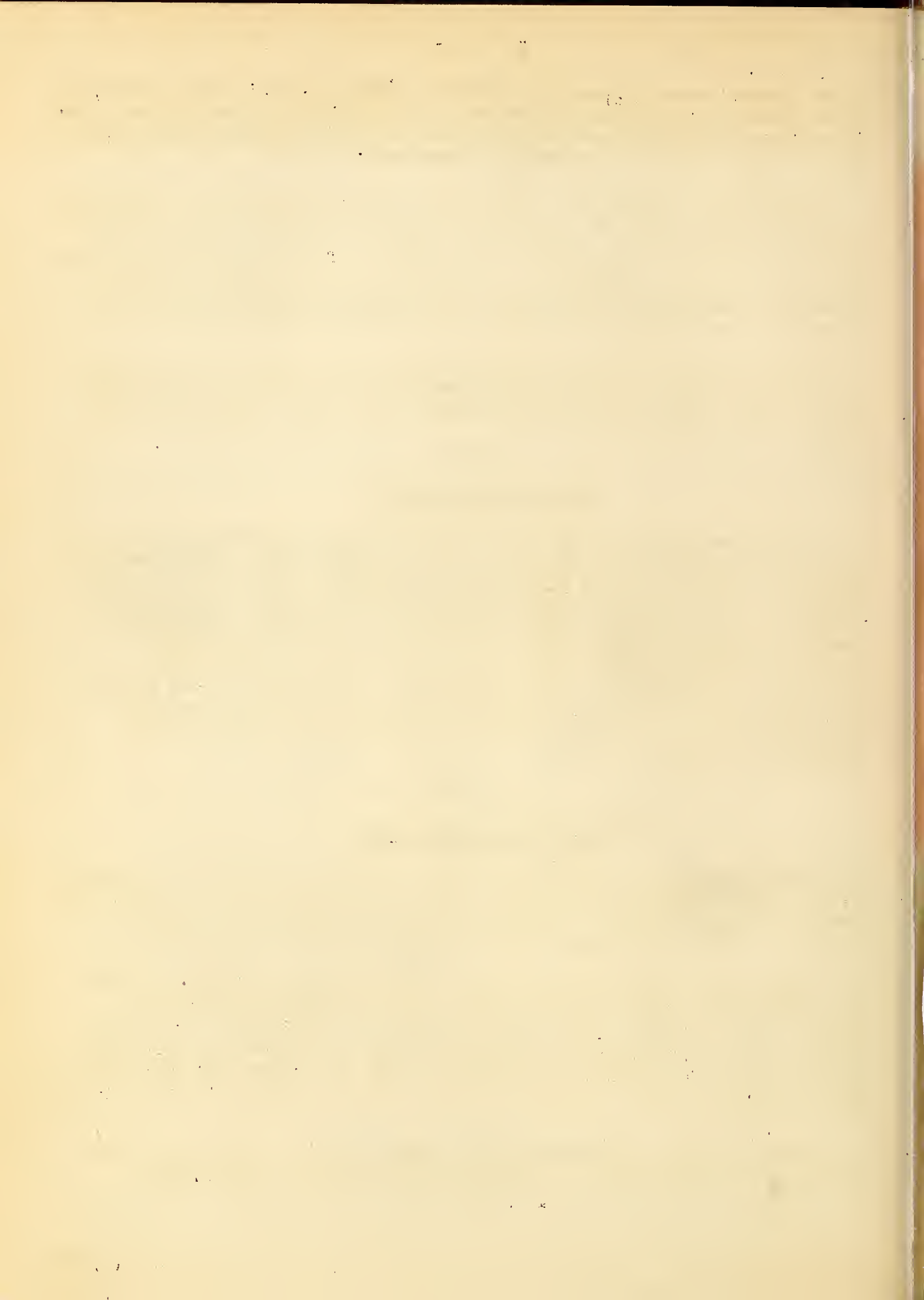
MIDWESTERN MARKET BASKET

Liberal supplies of intermediate Irish potatoes are offered to homemakers at all midwestern markets this week. Potatoes...in Group 3 of the Basic Seven Foods...are a good source of certain vitamins and minerals. New potatoes are richer in vitamin C than those that have been stored for a few months.

Other vegetables which are plentiful at this time and are "good buys" are cabbage, beets and homegrown carrots. It's also tomato time in the Midwest -- and this red, ripe and juicy vegetable adds plenty of color and vitamins to August menu plans. Celery, radishes and cucumbers are excellent salad vegetables and prices are moderate for the most part. More green corn will be coming to market soon now and prices are expected to be more attractive than at present.

Peaches continue one of the more available fruits. Demand is good for practically all fruits and so ceiling prices prevail on most of them.

* * *



A LONG LINE OF POTATOES...

Is destined for Midwestern markets in the weeks ahead...and that's a tip for you broadcasters to go ahead on potato suggestions from A to Z on your food programs.

Potatoes are so plentiful now that many are not being harvested in our Northern and Western potato growing areas because of lack of market demand. And the price tags are very attractive for consumers!

ROUND-UP issues of August 4, 11, 18, and Pages 7-8 of this week's copy, will help you out on background material. The leaflet "Potatoes in Popular Ways" is also available from the Marketing Reports Division, Production and Marketing Administration, 5 South Wabash, Chicago 3, Illinois. Your listeners can obtain their free copy from the United States Department of Agriculture, Washington 25, D. C.





Radio Round-up

A weekly service for Directors of
Women's Radio Programs

RECEIVED
CCT 30 1945
U. S. DEPARTMENT OF AGRICULTURE

WHAT'S INSIDE

HARVEST HEAVE-TO.....back to the land to get in the crops!....
JUICY FRUIT NEWS.....supply tips on the fresh fruit market....
COLD COMFORT...improvements desired in post-war refrigerators.
ON APPRAISAL...scrutinize clothing purchases in coming months.
ADVANCES ON THE MILKY WAY.....as milk sales quota ends.....
FINE FEATHERS...when chicken and a USDA scientist poll talents.
SCHOOL LUNCHES THIS YEAR? YOU BET!....for kids must eat.....
LARDER FACTS.....more lard a-comin', but still not enough....
POTATO BOUNTY....and there's no mutiny on this bounty, either.
TAKING FOOD STOCK..shortages to ease in months to come.....
MIDWESTERN MARKET BASKET...is bright with summer vegetables...

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois
No. 166
August 25, 1945

6243(8)

HARVEST HEAVE-TO

The total volume of our grain, fruit, vegetable, feed and fiber crops for 1945 is adding up to the third largest in our history. The latest crop report of the U. S. Department of Agriculture estimates production to be a bit under 1944 and 1942, but nearly a fourth above the 1923-32 average. All this bounty must be gathered into warehouses and storage bins across the country to protect our food supply. This harvest does not just mean tomorrow's breakfast, lunch and dinner...it means meals well into 1946.

September and October are peak harvest months for many of our crops. And it looks now as though three million more temporary farm workers will



... "BACK TO THE LAND" MOVEMENT
FOR THE HARVEST SEASON...

be needed during this time. Victory on the battle front will not cure the farm labor shortage. Members of the armed forces are not being released fast enough to reach home for the harvest. Nor is the closing of war production plants making a big difference, as many of the workers will be absorbed in plants where reconversion is already taking place. The bulk of the harvest workers must be city and town men and women and boys and girls who will get temporary leave from school. There is a natural let-up after four years of unflagging effort, but the need to maintain our food supplies at high level continues.

The County Agricultural Agent will tell you whether he needs men and women or boys and girls to help in harvest work in your locality. These workers will be paid prevailing wages for doing an important job. America's fall harvest will be urgently needed for our armies which must remain abroad, for liberated people's who have not yet had time to produce food for themselves, and for the folks at home.

* * *

JUICY FRUIT NEWS

Although commercially canned fruits are now off the ration list, there is still a home canning job to be done.

Budget-wise homemakers...even with limited stocks of sugar...will want to continue to take advantage of locally abundant and reasonably priced fruit by doing additional home canning. The homemaker who wants to assure her family a variety of fruit dishes this winter will also put up those fruits on local markets in line with her ability to handle them. Here's the reason why.

Military requirements for canned fruits have been cut in half, and for this reason our commercial pack could be taken off the ration list. The action means eight million more cases of canned fruits for civilians than last year. This increase won't take care of all demands because the total

(continued)

pack is lower than was estimated earlier this year...principally because of short crops of red sour cherries and apples. The stocks released because of a cutback in military requirements plus the home canned stocks will keep our canned fruit supply in favorable terms.

Half An Apple a Day

Here are some supply tips on the fresh fruit markets. While apples usually vie with oranges for first place among our fruit crops, the supply this year will only be a bit more than half the size of last year's. Nearly two-thirds of the 1945 apples will come from the West...with Washington State a principal contributor. The Eastern and North-Atlantic states have less than a third their average crop...the Central states less than one-half...and Kentucky, Tennessee and Arkansas about three-fourths their average. Eastern markets, which normally depend on local supplies, will now need to get a goodly share of their apples from the Western states. Continued congested transportation may limit movement to the East.

The harvest of apricots has been completed, but production was down from last year.

Peaches, Pears Are Bright Spots in Picture

The only fruit in national abundance sufficient for home canning on a large scale is peaches. Most of the Southern and California peach crops have already been marketed. But Washington, Utah, Colorado, Michigan, Illinois, Ohio, Indiana, Pennsylvania, New Jersey and New York will market peaches during late August and into September. With the exception of Pennsylvania, all these states have above normal crops.

Pears are a fairly bright spot in the fruit picture with very heavy production in the Pacific Coast states and above average production in the South. Supplies from these areas will be available through October. Eastern pears, while short in supply, will be harvested in September and October.



AREN'T THEY A PEACH
OF A PAIR?

The plum crop is down from last year, but above the 10-year average... principally because of a good yield in California. By September 10, the California season will be largely completed. Michigan, which ranks second to California in plum production, will have only one-fourth the crop it had last year.

Large Table Grape Crop

Fresh prune production shows a gain over last year. Fresh prunes will be coming chiefly from Eastern Washington, Eastern Oregon and Idaho. They will be available in Eastern markets during September and early October.

The grape crop constitutes one of our major sources of fruit this season and is 18 percent above average. Normal supplies of California table grapes are expected to be available on all Eastern markets during the fall and early winter months. Transportation is a factor that may limit shipments. Eastern or Concord-type grapes will be very short, and full use should be made of them where they are available.

In limited areas, there will be supplies of such fruits as currants, figs and quinces, but these fruits do not figure largely in total fruit production in this country.

* * *

COLD COMFORT

Homemakers of Ithaca, New York, have definite ideas on improvements they want in the refrigerators they buy after the war. A survey by Mrs. Nancy K. Masterman, Research Associate at Cornell University, brought forth these suggestions.

First, women wanted more space for storing frozen foods...the refrigerator with frozen food storage of 1 to 2 cubic feet would seem to be adequate to supply the space needed by most families. A flexible design for storage space that can be adapted to meet the special needs of each family was also desired. Other suggested features included more room for tall milk bottles... a doorlatch that can be maneuvered with arm or elbow when both hands are occupied...and shelves that can be pulled out to give easier access to storage space at the back.

Thumbs Down on These



WANTED: FREEZING TEMPERATURES

The Ithaca women say they don't want glass covers on the hydrators...nor do they care for glass shelves in the refrigerator. They say glass is hard to keep clean and breaks too easily to be practical. These homemakers ask if the post-war refrigerator must be streamlined. They would like a flat top where articles may be set when food is removed from the refrigerator.

These homemakers expressed appreciation for the performance of their refrigerators during the war years...for the silent mechanisms and freedom from frequent repair jobs.

Judging from this survey, the homemaker's dream of post-war equipment features small improvements rather than major changes.

* * *

ON APPRAISAL

The clothing picture will grow brighter in coming months. Even so, clothing is too scarce this season to risk gambling on the misfit that may go unworn. One should shop for the needed ready-made in the fall wardrobe with an appraising eye...especially as to alterations.

Clothing specialists of the U. S. Department of Agriculture warn against buying a ready-made that requires complicated changes. Many misfits cannot be remedied. In some materials...such as jersey...the previous stitching line shows when the seams are let out. A narrow cap sleeve or back cannot be satisfactorily enlarged unless there are unusually wide seam allowances. Skimpy shoulder seams soon tear out.

Alteration Pointers

So remind your listeners to examine seams, hem and waistline when trying on a ready-made. See if there's enough cloth to allow for needed changes or for possible shrinkage if the dress or other item will be laundered.

Many ready-made dresses need to have the belt shortened and the hem adjusted. In shortening a belt, the correct length should be marked and the extra length removed from the buckle end. If the hem is uneven, tell your listeners to make sure that the waistline and hip line have been properly fitted before marking the length. When marking the hem, one should wear the same kind of shoes that will usually be worn with the dress. Have someone measure with a ruler, yardstick, or skirt marker the desired distance from the floor. In altering, rip no more than necessary. Clip the machine stitching between places to be changed. Remove stitching carefully to avoid pulling or tearing the cloth. Press the edges of opened seams with care so as not to stretch them.



...REFLECTIONS THAT SUIT...

* * *

ADVANCES ON THE MILKY WAY

Civilians will receive more fluid milk, light cream, buttermilk and chocolate dairy drinks because the Department of Agriculture has recently suspended the sales restrictions on these products. Since the fall of 1943, milk distributors in the large cities of the nation have been operating on a quota basis as to the amount of these products they could sell. The order maintained sales at a high level, but prevented any advances so that increases in milk production could go into butter, cheese and evaporated milk supplies. What's more, the order avoided rationing a highly perishable and locally-produced product.

The milk sales quota can be removed now because of the high level of milk production during recent months and favorable supplies of manufactured dairy products. The freeing of fluid milk from any sales control points the way to a higher level of fluid milk use from now on.

(continued)

Cream that may now be sold as a result of the suspension of this order is only "coffee cream"...that is, cream not over 19 percent butterfat. Whipping cream still remains a luxury article and cannot be sold for a while yet.

* * *

FINE FEATHERS

Here's another discovery of wartime research. It's reminiscent of the story of the packer who was able to process all of the pig except the squeal.

Big waste product of the poultry business has been the feathers of wet-picked chickens and turkeys. Because no cheap and simple preservative was available, millions of pounds of these feathers were wasted or used only as fertilizer. Wet feathers normally decompose too rapidly to be sent to a central place for processing.

When feathers were needed for camouflage material and other uses during the war, scientists went to work to find some means of salvaging these chicken and turkey feathers.

USDA Finds a Way

It's a feather in the cap of John I. Hardy, U. S. Department of Agriculture scientist, that he discovered a preservative meeting the requirements -- cheap, simple and effective. The solution developed by Mr. Hardy and his associates is made by dissolving common salt and a small amount of commercial concentrated hydrochloric acid in water. Feathers treated eight hours in this solution remain in excellent condition through shipment and storage.

New methods of curling, processing and otherwise treating chicken and turkey feathers have greatly increased their suitability for sleeping bags, pillows and other uses.

* * *

SCHOOL LUNCHES THIS YEAR? YOU BET!

Looming up on the September horizon are the familiar readin', ritin' and 'rithmetic. And many mothers of school children are wondering whether the school will serve hot lunches this year, or whether the discarded chore of packing lunch pails will have to be resumed.

The good news is that school lunch programs throughout the nation will go on receiving government assistance during the school year 1945-46. Under the provisions of the last Agricultural Appropriation Act, Congress authorized the USDA to earmark fifty million dollars for school lunches. And the money will be used to defray part of the food costs just as before.

Schools which participated last year are being reinstated under a simplified form of agreement upon their request. Any schools that have never served community-federal school lunches before, but would like to start this year, may apply to the U. S. Department of Agriculture, Washington 25, D. C.

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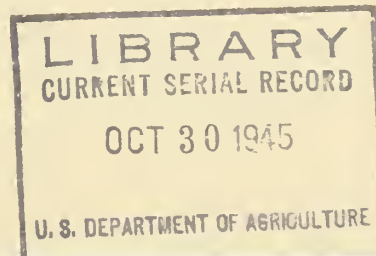
September 1, 1945

C O R R E C T I O N

OUR ERROR

In the August 25 ROUND-UP story on lard, we said processors no longer had to set aside any of their output for government purchase. However, federally inspected packers in 19 heavy lard producing states are still required to set aside for government purchase a quantity of lard equivalent to four percent of the live weight of the hog. The rest of the lard they produce is available for the civilian market. Lard from non-federally inspected plants in all states, and lard from federally inspected plants in other than the 19 states under the order is also going to civilians.

* * *



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How Program Operates

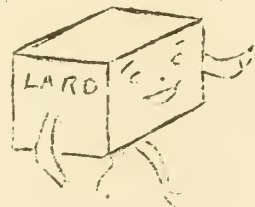
In brief, the program operates like this. Some civic-minded group acts as sponsor...that group may be the school board or some other school organization, a parent-teachers group, farm group, or any non-profit organization. The sponsor applies to the USDA for financial aid, and if the application is approved, the USDA and the sponsor then enter into an agreement which sets forth the responsibilities of each.

During the 1944-45 school year, participation in federally assisted school lunch programs reached a new high. In April of 1945, 42 thousand schools in every state and in Alaska, Hawaii, Puerto Rico and the Virgin Islands got financial help or food supplied by the Department of Agriculture. That spelled hot lunches for over six and a half million school youngsters. And it's likely that this year even more schools and more children will benefit by the Community-Federal School Lunch Program.

* * *

LARD-ER FACTS

You're going to find slightly more lard on the market in the immediate future. But don't forget that fats and oils are still in critical supply over the country. Hog marketings are still low and the Spring crop of pigs does not move to market in any volume until October. Nor can we depend on oil imports until sources in the Pacific Area are again in production. Supplies from other sections of the world are needed for use in the fat starved countries of Europe.



HELLO AGAIN!

There will be more lard for cooking use in this country, though, as lard producers now do not have to set aside any of their output for government purchase. Military requirements for lard have changed since the end of the war with Japan and government agencies can get what lard they need in the future on the open market.

* * *

POTATO BOUNTY

Supplies of Irish potatoes have increased so much that they are on the abundant list at Midwestern markets...so homemakers are urged to use the current potato bounty in menu plans at this time. Potatoes are packed with nourishment...adaptable to numerous dishes and ways of serving...and full of the fuel for energy so necessary to keep us on the job and hard at work day after day.

Quality potatoes are smooth of skin, well-formed, clean, shallow of eye and free of undue cuts, bruises, scab and similar defects. Potatoes should be stored in a cool, dry place, preferably dark, and where there is good air circulation. They should be held above freezing temperature and protected from droughts as much as possible. It's best to buy the

(continued)

intermediate potatoes now on the market every few weeks as needed, since they do not have especially long storing qualities. Though hardy, potatoes are very-susceptible to bruising, so they should be emptied from containers carefully.

For hot weather appetites, potato salad furnishes a great appeal. But with the variable summer weather prevalent this year...any of the old potato favorites will hold their own...potatoes au gratin, scalloped, French-fried, lyonnaise, O'Brien, fried country style, and just plain boiled. Potatoes are delicious in meat extending casseroles...not to mention potato pancakes and potato soups, the favorite of many. Left-over potatoes can be utilized as hash browned potatoes, in potato cakes, potato crust, potato puff, and potato griddle scones.

* * *

TAKING FOOD STOCK

Secretary of Agriculture Anderson in a radio report August 23 on the food outlook said that shortages will ease in the months to come, but that we cannot slacken our efforts to produce and conserve food and use it to make a stronger peace.

He said there will be more meat because cattle marketings are increasing and the armed forces can buy beef, veal and hams on the open market without getting specific set-asides from packers. How soon meat rationing can be ended all depends on the number of cattle marketed and the amount of meat that must go into storage to take care of needs next year in the off-marketing season. Secretary Anderson said that milk production is at record levels. The military forces have most of their butter, cheese, dried and evaporated milk requirements for the next six months. This means a better situation for dairy products than last year at this time. Evaporated milk may soon be off the ration list. Cheese will be easier to obtain, but a great deal is still needed for the hungry peoples abroad.

More Canned Goods

Eggs are limited because this is the period of lower production. However, civilian demand for eggs will slacken now that more meat is coming. Canned fruits and vegetables are off the ration list because of smaller military requirements and because of the good job being done by home canners. There will be more canned fish for civilians than expected earlier. Dry beans may be short because of a smaller crop and need for this easily stored food abroad. Military services still need a good share of our turkey, but will need less canned chicken.

Sugar and fats and oils continue on the critical list, Secretary Anderson said. World sugar supplies are tight and no substantial increase of this commodity is expected until early 1947. Fat salvage is important especially for soap supplies until the Pacific area is back in fats and oils production.

We still have a large Army and Navy to feed. And food production cannot improve materially in Europe until harvest time next year. He stressed the fact that, with peace foremost in our minds, we cannot jeopardize it by allowing hunger abroad.

* * *

MIDWESTERN MARKET BASKET

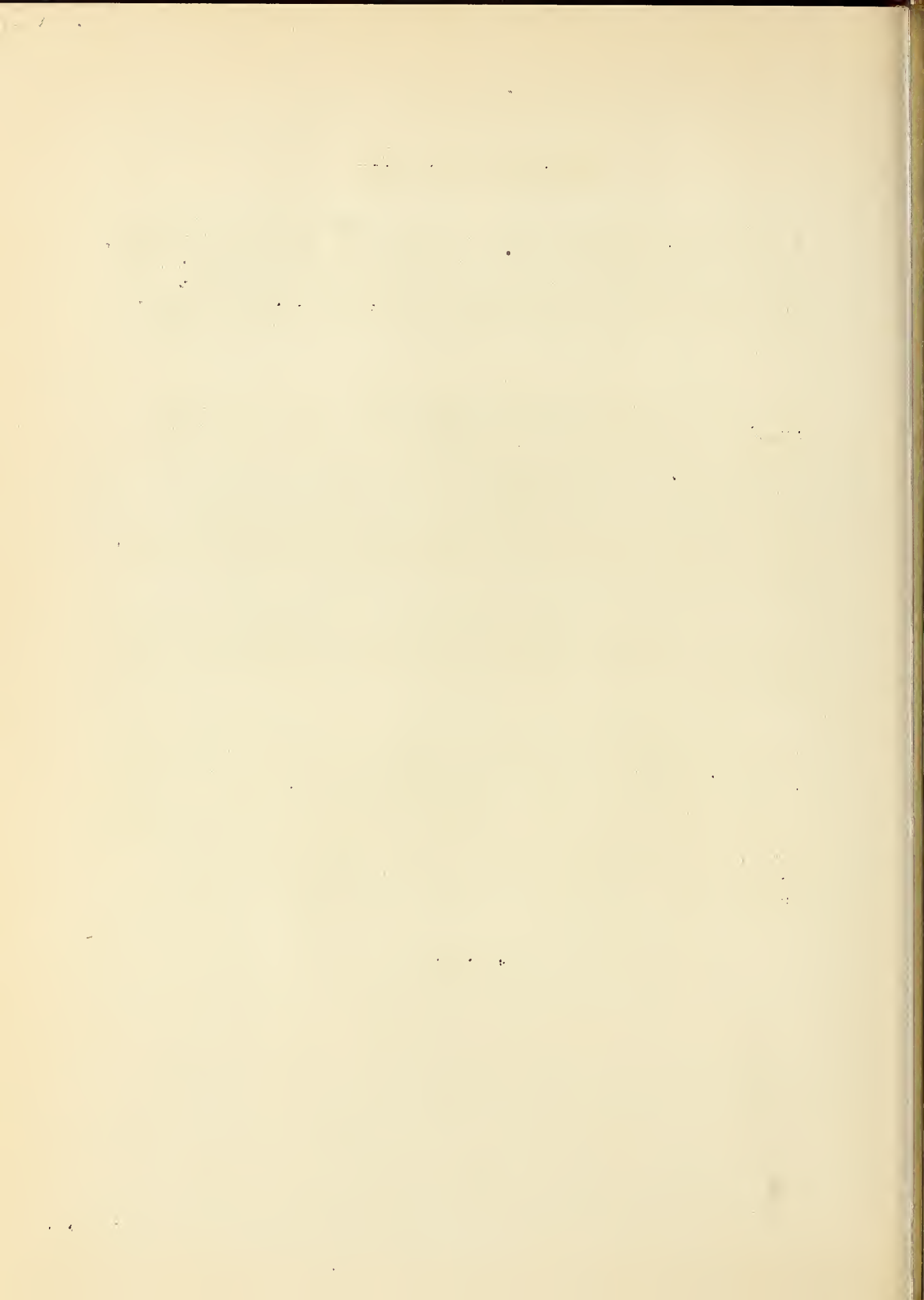
Numerous homegrown fresh fruits and vegetables are available to vary Midwestern menus right now, with some items very good buys. Tomatoes and green corn, which are plentiful at all markets, are priced low enough at some points to be utilized for canning. Cincinnati reports wholesale prices of \$1.50 to \$2.00 per bushel on excellent tomatoes, with corn from 10 to 20 cents per dozen ears.

However, the "good buys" are not limited to tomatoes and green corn. Homegrown cabbage, beets, snap beans, carrots and squash are all wearing low to moderate cost price tags. Cabbage is especially low priced, with supplies of this vegetable generally heavy. More cauliflower is also coming to market and prices have come down on this item. It is the best buy in "luxury type" vegetables. Lettuce is one of the relatively few vegetables which is in too light supply to satisfy the demand, with the western iceberg type generally bringing at or near ceiling prices.

Potatoes are in such heavy supply that homemakers are urged to make particularly broad use of this important vegetable. In fact, this will be necessary to prevent any wastage of this year's large crop.

Several Midwestern states are now shipping peaches to market in large volume, so that peaches continue to rate as the best buy in fruit. Demand has been only fair and prices are under ceiling in most instances, except on some of the best varieties. The supply of cantaloups and honeydew melons has been short of the demand and prices have been holding firm at ceiling on these fruits. Moderate offerings of watermelons, grapes, pears, plums, oranges and grapefruit are available, and apples have been increasing in supply.

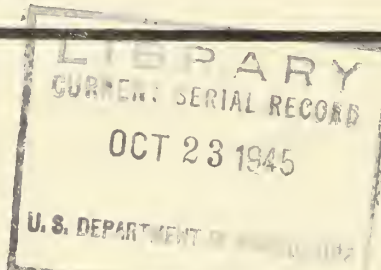
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs



WHAT'S INSIDE

CANNY CUISINE...golden days of the can opener are returning....
READING TEA LEAVES...distribution controls off on black tea....
CHICKEN COUNTRY-WIDE STYLE...is now possible, and reasons why..
SLOW BUT SURE.....that's DDT, new insecticide now on market....
BUTTER FLASH...go ahead and say it - "please pass the butter"..
RESEARCH REPORTING....new developments of interest to WPD's....
SHADES OF INFLATION.....are hovering over the land.....
HEADS THIS WAY..please look now, for the cabbages are coming...
SO ROUND, SO FIRM, SO --peaches, lady, not cigarettes.....
YES, MA'AM, THEY'RE POPULAR.....speaking of spuds again.....
MIDWESTERN MARKET BASKET...good things to eat in fresh foods...

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION

5 South Wabash Avenue

Chicago 3, Illinois

No. 167

September 1, 1945

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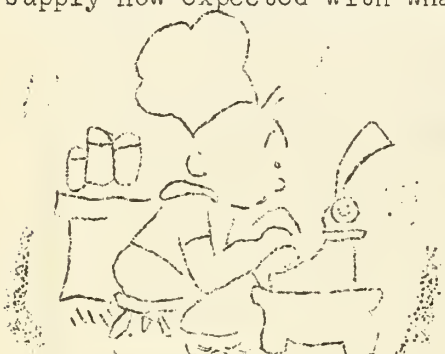
CANNY CUISINE

Now that canned vegetables do not necessitate blue point consideration, you may be interested in the particular canned vegetables that will be more generally available during the coming months.

To start with, civilians will receive about 40 million more cases from the total 1945 commercial pack of vegetables than they expected a month ago. You know that reduced military requirements account for some release of stocks to our markets. But food processors have also indicated that the new pack is almost 12 million cases larger than in 1944. The net result is nearly a fifth more canned vegetables for civilians this year than last.

Comparison Proves:

If you want to gauge the good news on canned vegetables, compare the supply now expected with what was available last year. From the 1945 pack, civilians will have about 155 to 158 million cases, compared with around 130 million in 1944. These figures do not take into consideration supplies of tomato sauce, baked beans and baby foods which were not part of the vegetable packs under set-aside orders of the U. S. Department of Agriculture for military and war uses.



CANNED VEGETABLE REPORT.
COMIN' UP!

cut...more than half on certain vegetables, while they are down to zero on others. For example, all the lima beans, tomato juice and tomato puree packed this year will be for John Q. Public.

All in all, civilians will see very good stocks of such major packs as snap beans, corn, peas, and tomato juice...also more lima beans and carrots than a year ago. While more canned whole tomatoes than last year will be available, the supply will not be as much as normally consumed. So home canners should keep this in mind when putting up stocks for winter meals. The vegetables which will be in smaller supply than in 1944 are canned asparagus, sauerkraut and spinach.

* * *

READING TEA LEAVES

Tea supplies are almost normal in this country. With stocks on hand, plus an allocation through the Combined Food Board for the year ending April 1, 1946, there is no longer a need for distribution control on this commodity. As a result, the U. S. Department of Agriculture has cancelled the War Food Order on tea which determined the size package sold and the amount which could be distributed for civilian use. The restrictions have only been lifted on black tea. Green tea imports have not been resumed as yet, and there are no existing supplies in this country for civilians.

* * *

CHICKEN COUNTRY-WIDE STYLE

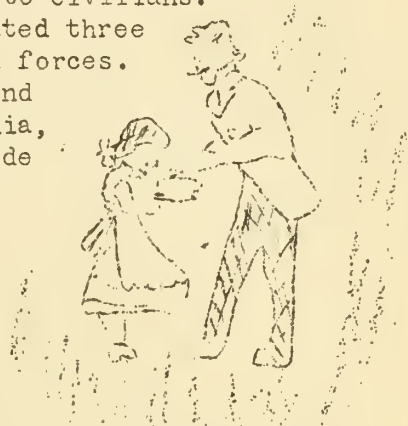
You can assure your listeners that they'll find chicken very much easier to obtain from now on. There are three reasons why chicken will be back again on the home menu.

First, farmers are culling their flocks. Each year at this time, farmers decide how many chickens they want to keep in their laying flocks and which should be sold. This means more broilers or fryers...those chicks hatched in May...for the market -- also more stewing hens...those culled from laying flocks.

Not only is this the season for increased poultry marketing, but more of the available supply will be going to civilians.

The U. S. Department of Agriculture has terminated three food orders which directed chicken to the armed forces.

No longer do commercial producers of broilers and fryers along the Atlantic Coast, in West Virginia, Arkansas, Oklahoma and Missouri need to set aside a high percentage of their output for military purchase. The order applying to poultry sold in the commercial broiler areas has been in effect since last December and has meant some 200 million pounds of fresh chicken for our fighting men in all parts of the world. Now, the armed forces will use their supplies in storage and fill future requirements without the aid of this set-aside order.



...WITH OLD-FASHIONED
CHICKEN SOUP AS A STARTER...

Midwest Chicken, Ah!

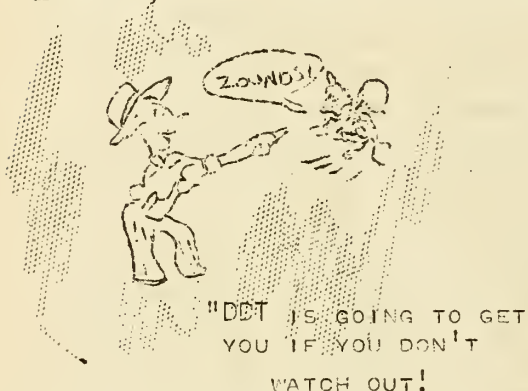
Additional chicken for civilians will be available from the 12 Midwestern states. Before V-J Day, the army estimated it would need about 125 million pounds of chicken from these states...chiefly for canning and delivery to the Pacific Area where refrigeration is limited. With the war's ending, stocks of canned chicken now in possession of the armed forces are considered adequate for awhile. So the food order requiring authorized processors in these 12 states to set aside half of their production for military purchase is cancelled. The five million pounds of chicken obtained since August 13, when the order went into effect, can be used to increase the supply of canned chicken now owned by the army. As more is needed, it will be obtained on the open market.

The only poultry order still in effect is that on turkey. Our service people wherever they are stationed this Thanksgiving, Christmas, and New Year's Day will get the traditional holiday feast. So until requirements are filled, all turkeys that can pass the army induction test are being taken. Military buyers hope to have the needed amount in time for civilians to get Thanksgiving turkey.

SLOW BUT SURE

Enough DDT has already hit markets to bring in letters asking for the best ways to use it around the house. More DDT will be available as time goes by.

The entomologists of the U. S. Department of Agriculture tell us that homemakers can't expect miracles from this new insecticide. Because, like any other, it must be used in the right form, at the right place, for the right length of time to produce good results. Experiments on the best ways to use DDT against various household pests are still in progress. However, some facts about the use of DDT in the house are definite.



Goodbye, Thou Louse!

DDT is effective on body lice, bedbugs, some species of lice and mosquitoes. Scientists have already determined the proper ways to use it to kill these pests. While they haven't yet found the exact forms of DDT most effective against clothes moths, carpet beetles and silverfish, their experiments show that it should prove to be a valuable weapon against these pests, too. Results of experiments on certain species of ants,

cockroaches, spiders and ticks have been inconsistent. And DDT offers little or no help when it comes to chiggers and some of the other insect pests.

It's a slower poison than some insecticides we now use, but one application of it often lasts for weeks. As for its effects on human beings, we needn't worry too much about DDT poisoning because it has less toxic effect than some of the other insecticides. Too much of it will make a person sick. However, if DDT comes to market in ready-to-use compounds -- and it looks now like it will -- the compounds, for the most part, contain from only one-tenth of one percent to about ten percent of the poison.

DDT from A to Z

The types of DDT compounds vary from dust to oil sprays and different kinds of water sprays. A "wetttable" DDT powder will most likely be used a lot outside the home because it mixes easily in water, has no odor, is harmless to men and animals, and presents no fire hazards. It can't be used inside the house as it leaves a white residue of DDT crystals. The dust and oil sprays can well be used inside the home. Caution should be taken with the oil sprays to prevent large amounts of the mixture getting on the bare skin.

When using DDT sprays inside the house, homemakers should spray the insecticide on walls and ceilings, screens and baseboards rather than in the air. This leaves a residue of DDT crystals that lasts for some time and insects are killed when they light on or crawl over the poison.

BUTTER FLASH

No butter produced after September 1 will be set aside by the nation's creameries for sale to government buyers. The armed forces purchased most of their requirements during the months of heaviest butter production and will now use up their storage stocks. As a result there will be a small increase in the civilian supply, and homemakers will benefit by a cut in ration point values.

Civilian use of butter will not reach pre-war levels immediately. Butter production normally declines during the fall and winter months.

And what's in storage for civilians at present will not add enough to current production to provide anywhere near a pre-war supply.



U.S. BREAD --
AND CIVILIANS --
ARE A-WAITIN'

* * *

RESEARCH REPORTING

The Agricultural Research Administration in the Department of Agriculture is issuing a series of reports on the results of research having important practical applications. Written in easy-to-understand style, each report is only one page long and covers only one subject. Sources of additional information are given on the reverse side of the sheet. Most of these reports concern advances in the science of farming and would probably be of limited interest to women's program directors. However, about ten have been issued so far that deal with subject matter likely to interest women. They're designated by serial number and title like this:

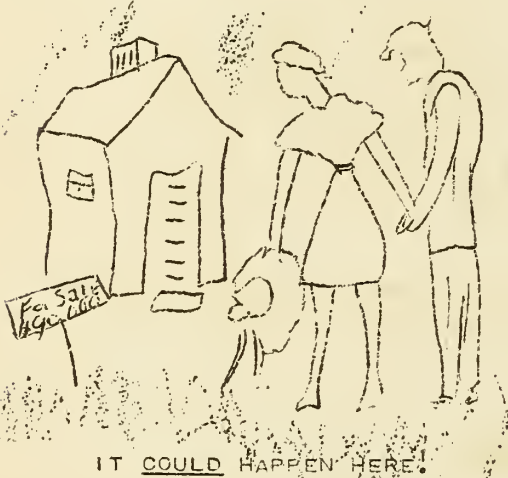
6. (A) Protecting man against trichinosis.
12. (A) Small-type turkey successfully developed.
17. (A) Meat successfully dehydrated by several methods.
19. (D) A new method for dehydrating cheese.
22. (D) Textile fiber made from casein of skim milk.
27. (E) Insecticidal Aerosols.
31. (D) Butter from sweet cream has superior keeping qualities.
32. (A) Columbia sheep -- a modern made-to-order breed.
39. (A) Instrument measures tenderness of meat.
43. (A) Catalogue of animal parasites of the world.

You can get any one or all of these research achievement sheets, free, by writing to the Coordinator of Research Publication, Agricultural Research Administration, Department of Agriculture, Washington 25, D. C. As others come out that may interest WPD's, ROUND-UP will list them for you.

* * *

SHADES OF INFLATION

Economists of the United States Department of Agriculture are haunted these days by some rather frightening ghosts. The memory of the thousands of farm families who lost everything they had during the land boom after the first World War conjures up the unholy "haunts." Contracting to buy land at boom prices, these farm families were wiped out when prices leveled out to normal.



The economists are not a naturally morbid bunch of people who go around inviting the "haunts" to visit them. It's amazing, they say, that everybody doesn't feel at least a twinge of conscience now...because land prices are once more spiralling upward and the danger signals for a repeat performance of the early '20's land disaster are flashing for all they're worth.

Where Land Values Are Now

On July 1, 1945, the National level of land values stood 57 percent higher than the 1935-39 average. About one farm in every twenty changed owners during the year ended March 1, 1945. That's a faster turnover than we had during the peak year of our last post-war land boom, although it's somewhat slower than the record set in 1943-44.

There's not much question about who controls the family purse strings for small expenditures. The farmer, be he a returning veteran or a regular farmer, depends a lot on his wife's say-so in major purchases, too. Before they sink their savings in a farm or ranch, the wise farmer's wife will insist that they get advice on their prospective purchase from land value experts. Veterans can go to the Veterans' Advisory Committee...set up in each county. They can get in touch with this committee through the County Agent. Other prospective buyers can also get advice -- or find experts who'll help them -- through their County Agent.

* * *

HEADS THIS WAY

It's time to get out the recipes for cabbage dishes. One of the largest crops of late summer and early fall domestic type cabbage is due for marketing early in September.

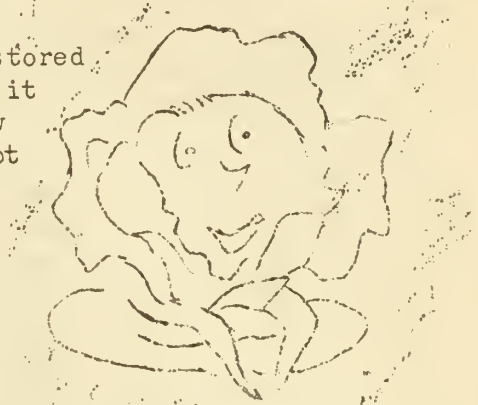
The weather has been favorable to cabbage. Not only is the crop bountiful, but the quality is good and there are many heads of large size. The harvest is expected to total 504 thousand tons...which is 40 percent larger than last year. This bumper crop has been produced in New York, Pennsylvania, Wisconsin, Michigan, Ohio, Illinois, Indiana and Colorado. Only about 5 percent of the late summer and early fall commercial crop is produced west of the Rocky Mountains.

(continued)

Where To Find It

As for distribution...cabbage from New York is marketed chiefly in the middle Atlantic states, with considerable quantities moving to the Midwest and South. Wisconsin and other North Central states send supplies to Midwestern markets and some to the South. The cabbage from Colorado goes to the Rocky Mountain, West-South Central and Great Plains areas. Most markets will be well supplied by September 10...and those in the Midwest are already densely populated with cabbage.

This crop is not the type that can be stored for long periods. Normally a great deal of it is used in sauerkraut. But for the last few years, there has been no tin for kraut except for military uses. The rest of our sauerkraut has been packed in bulk, glass or other containers. The present allocation of tin for this year's pack of kraut is four and-a-half million cases, as compared with six and-a-half million cases packed in 1941. Another half million cases will be packed in glass. This accounts for only a fourth to a third of the fall crop. So you see, a lot of cabbage must be used in fresh form during the next two months to avoid waste.



...MRS. WIGGS HAD THE RIGHT
IDEA...

Making Consumers Cabbage-Conscious

But there are many selling points for cabbage. The price is reasonable... an item to stress now is that homemakers are saving to purchase household goods that will soon be coming to market. Besides being an economical buy, cabbage is a food value bargain. Among the vitamins found in cabbage are vitamin C...especially in raw cabbage...thiamin, riboflavin and niacin. Minerals harbored in cabbage include calcium, iron and some phosphorus. As for suggestions on use...cabbage can be served alone...either hot or cold...and is adaptable in many dishes...salads, boiled, scalloped, quick-cooked in milk or in soup.

* * *

SO ROUND, SO FIRM, SO - - -

Perhaps you're just about "all-talked-out" on peaches...but this luscious fruit still keeps comin' to market in numbers. So maybe you can work out a "last call" on the homegrown peaches now in liberal supply. It won't be very much longer, you know, that they'll be available for fresh use and for home canning.

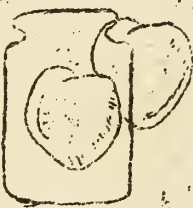
Fresh peaches are tops for good eating with summer meals or just out of hand, and Midwest families have been able to enjoy them to the fullest this year. Homemakers who use mature, ripe peaches will find that very little sugar will be needed for sweetening. Then, too, a small amount of honey, light or dark corn sirup, brown sugar or other sweetenings such as marmalades and jelly may be used in various peach recipes.

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With melons selling generally at ceiling levels and supplies generally not sufficient to meet the demand, fresh peaches can be used to make cantaloup and watermelon go farther in salads. Broiled peaches are a good meat accompaniment...and a peach-cheese pie makes a fine dessert.

Experimental work now under way at the University of Illinois indicates that a ten to twenty percent sirup rather than the usual forty percent recommended for pre-war canning is satisfactory when fully mature peaches are used. More good news is that light, and even dark, corn sirup may replace a part of the sugar. In fact, peaches prepared with twenty percent sirup in which a part of the sugar was replaced by light corn sirup rated higher in the Illinois tests than those canned with the all-sugar sirup.



LAST CALL!

Dr. R. V. Lott, associate professor of pomology, selected peaches as nearly mature as could be bought in order to take advantage of as high a percentage of natural sugar as possible. According to Dr. Lott, the sugar content of peaches increases twenty-five to thirty percent in the last week to ten days before they reach maturity. Three complete sets of fruits were canned in order that taste tests might be made at the end of one week, one month and six months.

The first taste test made at the end of one week yielded some rather surprising results. Eleven judges scored the peaches that were water-packed as only fair due to lack of flavor and darkened color. Peaches canned with ten and fifteen percent all-sugar sirup rated higher than those prepared with the twenty percent sirup. Peaches canned with the forty percent sirup, which was recommended in pre-sugar rationing days, rated on an average no better than those with ten to fifteen percent sirup, and three judges termed them too sweet.

When corn sirup replaced part of the sugar in samples canned with the twenty percent sirup, a slight preference was expressed over those canned with an all-sugar sirup. Half light corn sirup, the greatest amount used in the experimental work, was rated as more acceptable than one-third corn sirup. When one-third dark corn sirup was used, it was not distinguishable from the same amount of light. But higher concentrations of dark corn sirup were scored as less desirable in color and flavor. However, they were considered superior to the water packed peaches and would be acceptable for use in cobblers, deep dish pies, and other cooked desserts.

* * *

YES, MA'AM, THEY'RE POPULAR

The potato habit is pretty strong in most families, and so, considering the number of requests coming in for our leaflet "Potatoes in Popular Ways" we've decided to simplify things by mailing your copy along with ROUND-UP this week.

"Eat more potatoes" is the plea sent out to consumers this week by U. S. Department of Agriculture officials who recognize in the new crop a complete change in the potato supply picture from relative scarcity to great abundance.

(continued)

6279(9)

Anxious to avoid loss of a part of a valuable food crop in a period when many other foods continue in relatively short supply, M. W. Baker, Midwest supervisor of USDA'S Fruit and Vegetable Branch, Chicago, points out that the U. S. potato crop is expected to total 420,206,000 bushels, compared with 379,436,000 bushels last year, and 375,091,000 bushels, the 10-year average. He adds that the U. S. Department of Agriculture, complying with its promise to support prices is now buying surplus production in a number of potato producing areas.

In recognition of the abundance, USDA terminated War Food Order 120 on August 29, which it issued last December to assure availability of good quality potatoes for the armed services and other government agencies and to prevent diversion of seed potatoes from planting areas. This order, at different times, has been in effect in Colorado, and in a number of counties in Oregon, Idaho, California, Maine, North Dakota, Minnesota, Michigan, North Carolina, and Virginia.

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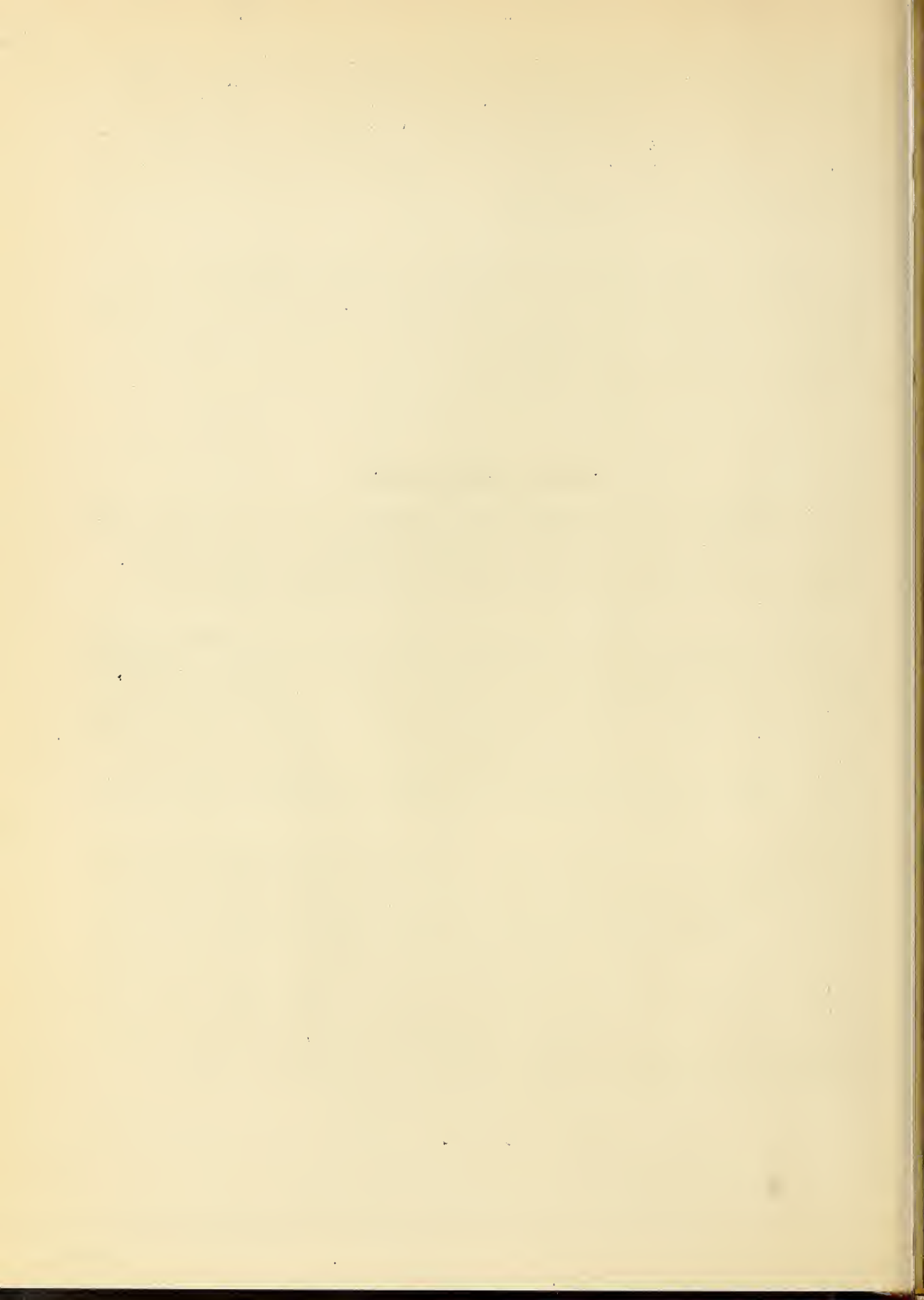
MIDWESTERN MARKET BASKET

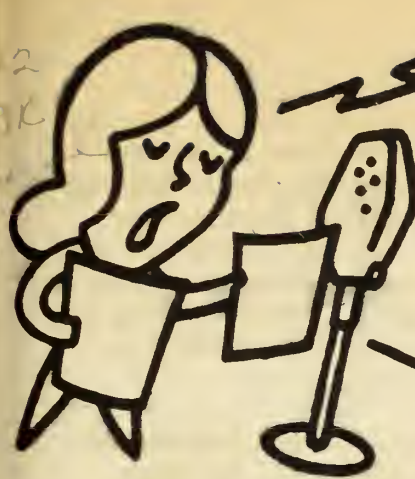
The midwestern market remains well stocked with fresh fruits and vegetables, with the most attractive buys in homegrown offerings. This isn't to say that each and every class of fruit or vegetable is in plentiful supply. However, homemakers will find large quantities of many popular items and more of those that have not been too plentiful recently.

Among the really attractively priced vegetables at this time are white potatoes, tomatoes and cabbage. Most markets are featuring an abundance of these foods, with tomatoes now selling low enough for canning purposes. Green corn, cucumbers, eggplant and beets are also priced to fit moderate to low cost budgets. Iceberg lettuce, at ceiling prices for weeks, is now under ceiling at some points. Cauliflower -- a so-called luxury vegetable -- is arriving in larger supply from Colorado to supplement the homegrown stock. Prices are down considerably. In Cincinnati, cauliflower is almost in the bargain class, along with green peas.

Turning to fruits, peaches still rate frequent use from the standpoint of supply and price. They are mostly from Illinois, Indiana and Michigan, but offerings from the Rocky Mountain states of Colorado, Utah and Idaho are now beginning to arrive at the Midwestern markets. However, you might tell your listeners to keep one eye on pears, inasmuch as the total crop of this fruit is very large this year. The increase is all in the Pacific coast states, it being an off-season for Eastern pears. On the Midwestern markets now are Bartlett pears from Washington and California. These pears have been in "distress" at one or two of these markets, especially Kansas City. Supplies of watermelons are moderate to heavy, with fine quality offerings from Indiana. This is about the last chance for luscious, red ripe watermelons during the present season.

* * *





Radio Roundup

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

BREAD ON ORDER.....why wartime bread controls continue.....
THE PEPPER PACKAGE.....is still rather an unknown quantity.....
WHIPS, MY DEAR!...as restrictions are lifted on butterfat use..
IT'S LIGHT INSIDE...heavy sirup out for 1945 commercial pack...
ALMOND SLANT.....all-time record crop is coming to market.....
THE CHEDDAR'S GETTING BETTER ALL THE TIME...and bigger, too....
ERASING BLACK MARKS....hints on giving a floor a new finish....
HOOFING IT....grass-fed cattle are moving in from the ranges...
NEW WRINKLE FOR PEANUTS..means better products for consumers...
STACKING THE PACK....to figure up our canned fish supplies.....
SCHOOL DAYS START WITH A GOOD BREAKFAST.....helpful hints.....
MIDWESTERN MARKET BASKET...good things to eat in fresh foods...

~~War Food Administration~~

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION

5 South Wabash Avenue

Chicago 3, Illinois

No. 168

September 8, 1945

6298(8)

- 2 -

BREAD ON ORDER

Now that many wartime food controls are being relaxed, some of you may be interested in the status of War Food Order No. 1...the regulation dealing with bread. Since January, 1943, this food order has had important bearing on our staff of life. Remember it requires bakers to enrich their white bread and rolls...to limit the varieties of these two products...and to use not more than specified amounts of sugar and shortening in their formulas. Under terms of the order, consignment selling was banned. Besides being a step forward in bettering nutrition in this country, this regulation has meant economy in the baking industry.



"A LOAF OF BREAD, A JUG OF WINE,
AND THOU -- AND BLESS W.F.O. !!"

It is the policy of the Department of Agriculture to remove all wartime food controls as soon as possible. But the need for War Food Order No. 1 continues. Fats and sugar are still in short supply. As the order cuts down waste of these commodities, it has continued value. Also, if the baking industry returns to its pre-war distribution practices, bread prices might rise. And government officials want to prevent any action that might touch off inflation.

Also, the enrichment provision has been of real benefit to consumers. Sixteen states have already passed legislation which provides for enrichment of all bread sold within their borders.

Many industry leaders have recognized the benefit of the bread order and are solidly for it. So it now appears that the bread order will continue for some months to come.

* * *

THE PEPPER PACKAGE

Pepper will continue scarce until we know the condition of stocks in the Far East. Unground pepper does not deteriorate easily. It is generally supposed that stocks have been stored abroad since the outbreak of the war with Japan, and it is hoped that shipments can be resumed shortly. There is no knowledge at present how well the cultivation of pepper trees has been maintained during the war.

As you know, we had no imports of pepper at all during 1943 and '44 from the Dutch East Indies or from British Malaya...the sources of 98 percent of our normal supply. The only shipment so far this year came from India and that pepper was for military use only. Imports of unground pepper dropped from over 73 million pounds in 1941 to around 6 million pounds in 1942. Most of the shipments received in 1942 were on the way in December 1941 before hostilities started with Japan. For almost four years, food processors and homemakers have been working on allotments of pepper from stocks on hand in this country before the war. The Department of Agriculture expects to continue its distribution restrictions until such time as pepper supplies and demand are more nearly equal.

* * *

WHIPS, MY DEAR!

Now that the armed forces have stopped all their purchases of butter, the U. S. Department of Agriculture has cancelled three War Food Orders controlling the use of butterfat. There are no restrictions remaining on the sale of whipping cream, nor the amount of butterfat that may be used in ice cream or other frozen desserts.

Whipping cream will be immediately welcomed to dress up fruit shortcake and gelatin desserts. Not since February, 1943, have city dwellers known cream with more than 19 percent butterfat. Whipping cream contains at least 30 percent butterfat. The limitation order (WFO 13) was needed to direct butterfat to the production of butter, Cheddar cheese, dry milk powder and evaporated milk.



YES, WE'RE HAVING
WHIPPING CREAM AGAIN!

A great increase of ice cream and frozen dairy foods is not expected with the cancellation of War Food Order 8. Ice cream may be richer, but there is still the sugar shortage to limit the increase in quality.

The third order terminated is that setting aside butter for purchase by the armed forces. The cessation of hostilities with Japan came near the end of the heavy production season, and the armed forces have sufficient stocks to take care of needs of expected reduced personnel for some time.

* * *

IT'S LIGHT INSIDE

That one-time familiar phrase on canned fruit..."Packed in heavy (or extra heavy) sirup"...is out for this year's commercial pack. Here's another instance where food processors run up against one of the same problems that troubles the homemaker...the sugar shortage. Since June 15, fruit canners have been prohibited by an OPA regulation from using anything but light sirup. This restriction will continue as long as sugar is limited.

Of course, there are still fruits on the market put up in heavy or extra heavy sirup. But these are crops processed prior to June 15. This sirup regulation doesn't mean you won't see grade A or fancy canned fruits in the months to come. Top quality fruits have a high natural sugar content and get their high rating for ripeness...not for thickness of sirup.

* * *

ALMOND SLANT

The women whose men in uniform will still be overseas when Christmas rolls around are probably already planning holiday packages. The mailing period is from September 15 to October 15, you know, and now's the time

(continued) 6298(8)

to start assembling the ingredients for that fruit cake for overseas. As far as nuts are concerned, it may be a bit hard to round up much variety, since the new crops of walnuts and pecans won't come on the market until later in the fall. Some walnuts and pecans from last year's crop may be available, but the best bet in nuts right now is likely to be almonds. They've been coming in fairly liberal quantities from the Mediterranean Area, and the domestic crop of almonds will start appearing on the market around the middle of this month.

The latest crop report of the U. S. Department of Agriculture shows that an all-time record crop of almonds is expected in California this year...about 10 percent above last year. Harvesting is nearly completed, and it's a matter of getting the supplies distributed in the retail markets.

Generally, nuts are interchangeable in cake and cookie recipes... unless you're looking for a specific flavor or texture. It's true the fat and protein content of the different nuts are variable, but not to the extent that they would change the finished cake or cookie. So, while some nut varieties may still be scarce, it's good to know of the bumper almond crop readily available.

* * *

THE CHEDDAR'S GETTING BETTER ALL THE TIME

There've been two interesting developments regarding cheese during the past couple of weeks. One is that the point value has been cut in half, making possible a considerable saving in those precious red points. The reason why OPA could take this action is that the manufacture of cheese has increased greatly this summer. The high milk production was what made this possible, of course.

The second item of the good news about cheese is the information that the government set-aside has been reduced. It had been announced that half the cheese output for September would be taken by the government, but on August 29th, the U. S. Department of Agriculture announced that the September set-aside had come down to 40 percent. Perhaps you're wondering why even 40 percent is needed, since the army requirements are much lower. Well, cheese is a tremendously important food in foreign countries, and export needs will continue high for some time to come. Another point to remember is that our meat supplies will be much better in September, so we won't be so concerned about cheese as a meat alternate.



...YOURS FOR BIGGER AND
BETTER CHEESE!

(continued)

In spite of our acceptance of cheese as a valuable protein food during wartime, cheese connoisseurs have had one complaint about much of the wartime Cheddar. That sharp, rich tanginess they value has been missing. Flavor is the result of aging, as you know, and the shortage of both cheese and time has prevented much of this. Now that more cheese is being produced, though, the makers are putting more of it into storage for a longer cure. Cheese makers are anxious to return to their pre-war standards of quality and flavor. Since the cheese-eater will ultimately benefit, it behooves him to be patient for a few more months, in case he doesn't find as much cheese in the stores as he thinks he should.

* * *

ERASING BLACK MARKS

You can protect your floors from unsightly black marks made by composition soles of wartime shoes, says the Rhode Island Agricultural Experiment Station. A series of experiments on different type floors and finishes showed that unfinished soft wood floors are more susceptible to scuff marks from wartime shoe soles and heels than floors that have been painted, varnished, treated with shellac or otherwise finished.

Even a waxed surface scars somewhat. But usually a light polishing will remove most of the mark. If the polishing does not take out the mark entirely, a good rubbing with a clean cloth dampened in a water emulsion wax turns the trick. The application of three or more thin coats of the wax increases the protection and affords a better wearing surface.



When it comes to removing black marks from floors, the experimenters left out the possibility of cleaning with soap and water because the continued use of soap and water on any floor surface gradually destroys the floor material and quickly makes a new floor look old. Instead, they tried out certain solvents like turpentine, alcohol, gasoline and several commercial dry cleaners to find one which would take out the black marks and yet not hurt the surface.

Recommended Methods

The cleaner found to be most effective and safe was a liquid sold for cleaning all types of shoes. A few drops of this cleaner, applied to a clean cloth and lightly wiped over the stained areas, removed all trace of marks without the hard rubbing required by some of the other solvents. However, this cleaner cannot be used to clean large surfaces, as the cost would be prohibitive and it probably would not be safe to use in large quantities indoors.

The solvent type cleansers did not prove entirely satisfactory for removing the black marks. So the experimenters switched to a modified scrubbing method. They found that wiping up the floor with a clean cloth wrung out in a solution of borax soap and luke warm water proved

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to be the best and safest method for general use in the home. There are three "musts" in this method. Use as little water as possible. Wipe up the soap mixture with a damp cloth. And cover the floor with a protective coating of wax as soon as it's dry.

* * *

HOOFING IT

Yes, that's the sound of grass-fed cattle moving to market these days. For the past three weeks more beef on the hoof has been sold than a year



ago. Not only is this seasonal increase in marketing good news to the nation's homemakers, but also the fact that more of this meat is available to civilians. Federally inspected plants are no longer required to set aside a certain percentage of their production for sale to the armed forces. Don't think from this that the military doesn't need any more meat... rather, they are now able to get their requirements on the open market without the aid of set-aside orders.

These grass-fed cattle do not produce a beef equal in quality to that of cattle fed on grain. But the quality this season is above last year's, most of it grading at "commercial" and some "good."

Hog and lamb marketings on the other hand, are lower right now than a year ago.

* * *

NEW WRINKLE FOR PEANUTS

A new process for taking the color out of peanut skins was discovered recently by the scientists of the United States Department of Agriculture's Southern Research Laboratory in New Orleans.

This makes it possible for a colorless protein to be made from peanut meal, a by-product of peanut oil. The protein heretofore has not been used industrially because of its dark red color. But it can be used, colorless, in cold glue -- the kind bookbinders and gummed tape makers use. It can be used to put special finishes on paper. It also can be used in cold water paints.

The process is simple and low cost. If used industrially, it would put an added value on farmer's peanuts and bring new and better products to consumers.

* * *

STACKING THE PACK

Civilians will be getting more canned fish this year than they've had since 1942. The increase is possible chiefly because of reduced military requirements.

Of all varieties, the total for civilians is now figured at 340 million pounds. And if the sardine (California pilchard) pack now being processed is as large as current estimates indicate, and if government requirements on it are cut, there may be an additional 90 million pounds to add to this total. In this event the supply of canned fish for civilians will be as large as that of 1941...the last year before set-aside orders were needed to regulate distribution of canned fish among civilian, military and lend-lease claimants.

At present, only 40 percent of the large salmon pack is being set aside for government buyers...and 65 percent of the pilchard and mackerel packs. There is no set-aside order on canned tuna.

* * *

SCHOOL DAYS START WITH A GOOD BREAKFAST

School days are here again, and that usually means some revision in the home schedule. But whatever the program is...mothers should allow enough time for their youngsters to get a good breakfast. Many children have inadequate breakfasts and some no breakfasts at all. Failure to have enough to eat or the right kind of breakfast may result in fatigue, irritability, and lessened efficiency...not enough energy to do the best work possible in school.

Many children fail to eat breakfast because they do not have time. They go to bed late, get up late, and must hurry to get to school on time. As a result, they eat a little breakfast hurriedly or none at all. Unless the family program is changed, they develop the habit of skipping breakfast...and when this habit becomes formed, it can effect the health of the child.

What should be included in a good breakfast? All nutrition authorities include a fruit, a natural whole grain or enriched cereal, milk, and whole grain or enriched bread with butter or fortified margarine. To these breakfast staples can be added eggs, bacon, and other foods depending upon the age, activity, and income of the family.

Seasonal Fruit Suggestions

It may not be possible for all children to have the complete list of foods. But it should be possible for all children to have fruit, cereal, bread with butter or fortified margarine and milk. Among the variety of fresh fruits which can be included at the present time from a survey of Midwestern markets are fresh peaches, plums, grapes, bananas, oranges, pears, grapefruit, tomatoes or tomato juice, and apples. Stewed dried fruits are also available.

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Serving different fruits from day to day will keep up the youngster's interest in the meal, and at the same time, purchases can be made to take advantage of market trends in prices and so stay within the family budget.

In selecting cereals, homemakers are advised to read labels on cartons to learn what forms they are buying. There is good reason for including the breakfast cereal, natural whole grain or enriched or restored. This is a good source of the vitamin B complex, and the day's requirements for these vitamins is not likely to be met without the breakfast cereal. It is also a good source of iron and calories and has "staying power." The cereal also serves as a carrier for milk and adds more of this food to the diet. Whole grains of wheat, cooked in a pressure cooker for 45 minutes at 15 pounds pressure, or in a waterbath for four hours, make a very cheap and delicious cereal, high in nutritional value and very chewy. Whole grain or enriched bread is also recommended, with butter or fortified margarine.

Eggs are a favorite breakfast dish, served soft-cooked, scrambled, poached, or fried, with or without bacon or a thin slice of ham or a small piece of sausage. Such foods for breakfast make the meal more satisfying. In planning the day's meals, nutritionists report that if one meal a day is very light or omitted altogether, a child nearly always fails to get enough food, and also the particular foods he needs, even if other meals are ample.

* * *

MIDWESTERN MARKET BASKET

Prunes, Bartlett pears and peaches take the limelight this week as the most abundant fresh fruits at midwestern markets. Shipments of fresh prunes from the Pacific Northwest are now at their peak. They are one of the few fruits available in sufficient quantity this season for home canning. Prices have dropped below ceiling at most of the wholesale markets. Watermelons linger on under the continuance of hot weather, although the supply is moderate to light. Meanwhile, more table grapes and homegrown cantaloups are coming to market to help round out the supply of fresh fruit.

Turning to vegetables, homegrown items are doing their part to hold the food budget in line. This is especially true of tomatoes and green corn. However, the supply of corn is short of expectations in some areas due to dry weather, and prices have gone up slightly. But there is still an abundance of both corn and tomatoes for the most part, and now is the time to enjoy these two vegetables. The season for them is far too short to suit most of us. Green peas are bidding strongly for the top spot among "good buys". They're plentiful and prices are quite reasonable. Liberal supplies of cabbage, green peppers, snap beans and cucumbers are also moderately priced. In fact, cabbage is among the lowest cost items. Even cauliflower -- one of the so-called luxury vegetables -- is selling lower than many food shoppers would expect. Summer squash, eggplant, and okra offer other good seasonal menu possibilities. Lettuce and carrots are among the items in moderate to light supply, although more lettuce is now arriving at some markets. Quite a few more sweet potatoes are now available, along with an abundance of white potatoes which every homemaker is urged to make frequent use of at present low prices.

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DEPARTMENT OF AGRICULTURE

Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

A BILLION IN GOLD....the story of our record wheat harvest.....
RAISIN RECOUNTAL....tells of generous supplies for civilians...
CUT YOURSELF A SLICE...now that controls on cheese are off.....
ON THE HALF SHELL....yes, oysters 'r' in season once again.....
CARE SAVES WEAR...men's suits need good treatment these days...
LONG TIME NO "C".....the secret of keeping "C" in cabbage.....
A TUNE ON THE OCARINA...sings out a large sweet potato harvest..
WHAT'S IN A NAME?....or how to tell one melon from another.....
MIDWESTERN MARKET BASKET...good things to eat in fresh foods...

~~War Food Administration~~

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois
No. 169
September 14, 1945

A BILLION IN GOLD

Daily bread...yes, and cereal...for everyone in this country and cargoes of grain for the hungry peoples abroad...that's the fulfillment of our golden wheat crop which this year tops all records at a billion 152 million bushels.



As big as the yield is the story of cooperation behind our wheat harvest. Shortages of farm labor and machinery have once again made bringing in the grain more of a community enterprise. On some farms, the wheat is cut with a binder and made into bundles which are set up in groups or "shocks." When the grain dries out or cures, it is ready to thresh. With whole areas needing threshing at the same time, folks in the community get together to bring in each other's crops. This means taking wagon loads of wheat to a threshing machine, and pitching the bundles onto a conveyor which carries

the wheat into the machine. Then, when the grain is separated from the straw, it must be sacked or taken by trucks to storage bins. A crew of 12 men can thresh the grain from about 30 acres a day.

Sharing the Combines

In the Western Great Plains...from Texas to North Dakota...where most of our wheat is grown, the combined harvester or "combine" has taken the place of the old stationary machines. With a combine, a farmer with the help of his family often harvests his own wheat alone.

That was until the war. Then the metal for combines went for tanks and guns. At the same time, more and more acres were seeded to wheat to take care of our wartime needs. The combines that were on the farms of the country and the few that could be made had to be shared. So we went back to neighborly cooperation.

The Agricultural Adjustment Agency of the Department of Agriculture carried the program even further. They arranged for combine crews... they're called custom combine operators...to go from neighborhood to neighborhood, then from county to county, and from state to state. The AAA also made arrangements with the State Department to get crews from Canada.

Long Trail of the Harvest Crews

For the past three years, custom combine crews have started the wheat harvesting season in Texas in May and moved northward with the ripening wheat into Oklahoma, through Kansas, Colorado, Nebraska, eastern Wyoming, South Dakota, and ending the middle of September in North Dakota and Montana. The Canadian harvest starts after ours...so now some of our crews will go into Canada to help our ally.

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This will give you an idea of the mass movement of these crews. Into Kansas, our principal wheat producing state with some 13-and-a-half million acres this year, went more than 2,000 combines from other states and between 700 to 900 from Canada.

The equipment of a crew consists of a combine, a tractor to pull it if it's not self-propelled, and two trucks to carry grain. Each crew brings its own labor and the crew works in two shifts...the harvest day varying from 16 to 20 hours, depending on the weather.

How Program Works

And here's the way the program has worked. A farmer desiring assistance contacts his county AAA office or his county agent. All the requests in a state are recorded by the State AAA Committee and an area is designated for a crew. The State AAA also arranges for gasoline, tires and foods stamps and for needed repairs...and where necessary, for police escort to direct the movement of the combines over highways. As a crew leaves one state, it checks in with an AAA representative at a port-of-entry in an adjoining state and is given a new work schedule.

In the field, the combine cuts the wheat, threshes it and delivers the threshed grain to a tank or bin at the front of the combine. The bin is emptied into a waiting truck for delivery to a farm granary or a terminal elevator. One combine can harvest 40 to 50 acres a day.

Yes, the wheat has been harvested in the Western Great Plains. It's in farm storage bins, in terminal elevators, in some areas it's still on the ground waiting to be moved or is on rail to one of our great milling centers.

* * *

RAISIN RECOUNTAL

If you're wondering about the supply of raisins for puddings, coffee cake and holiday cookies, you can plan on generous use.

Sun-dried, purple raisins will be plentiful for two reasons. Military needs are greatly reduced. And secondly, California, which produces all the country's raisins, has a raisin-grape crop about fourth above average.

Thompson Seedless, Muscats and Sultanas are the principal raisin varieties. They have accounted for more than half of California's total grape crop the past twenty years, and are suitable for drying, crushing and for fresh use. However, the past three seasons (1942-44), the government restricted the use of these varieties grown in the eight principal producing counties in California to the production of raisins. This action was taken to provide the large quantities of this dried fruit needed for civilian, military and lend-lease use and to prevent these grapes from going to wineries or into fresh markets. While many raisins were produced, you may have been limited because war needs were so high.



REASONS FOR RAISINS:
GOOD THINGS TO EAT!

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No Restrictions on Use This Year

This year, because of smaller requirements of government agencies, the restriction on use is removed. Consequently, there will be a more nearly normal movement of these grapes into raisins, winery and fresh markets. The fact that the crop is large and that normally the greater part of the total tonnage of these varieties is made into raisins, assures us a plentiful supply of this dried fruit.

And you can have your choice of color...purple or golden. The bleached variety is dried by artificial heat. Then the raisins are treated with sulphur to give them their pale, golden color. Although golden bleached raisins cost more to produce they are popular for fruit cakes and puddings. They are more perishable than sun-dried raisins, so they must be kept in a cool, dry place.

Because of their natural sweetness, raisins will be welcomed this fall and winter to supplement short sugar rations.

* * *

CUT YOURSELF A SLICE

All the United States Department of Agriculture controls on cheese are off. And OPA has reduced ration point values on this dairy product to zero.



"I GOT IT STRAIGHT
FROM THE USDA!"

Previously there was a 40 percent set-aside on Cheddar cheese announced for September and a restriction on the amount of foreign type cheese that could be manufactured. Then the U. S. Army Quartermaster Corps said that military stocks of Cheddar were adequate for reduced personnel and also that some military stocks could be used to fulfill requirements of foreign claimants. Thus, the September set-aside on Cheddar was cancelled together with production restrictions on foreign type cheese. With more of this commodity available to civilians it was possible to take the point values off cheese.

In the future it is expected that open market purchases of cheese by government buyers will prove adequate without the need of set-aside orders. So you can get out the file of cheese recipes and satisfy that cheese craving you've held in check so long.

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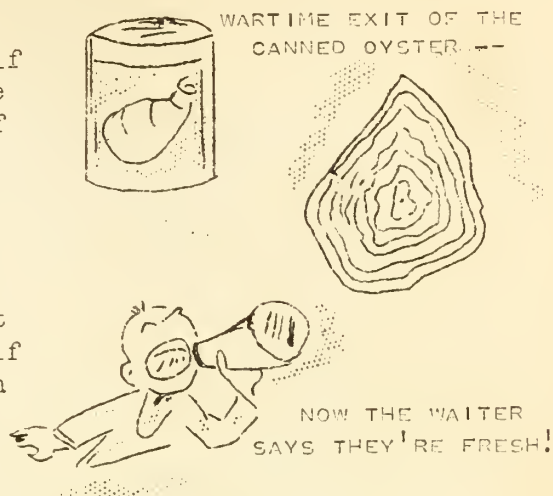
ON THE HALF SHELL

Comes an "R" in the month, the traditional oyster season opens. But fanciers of this shellfish will find no more oysters on the markets than last year when the supply was short of demand. Lack of labor during the last two or three years has affected operations of a majority of the large companies. Many boats could not be manned and the oyster beds could not be attended and cleaned. Labor shortages also cut down the control of starfish which are the natural enemies of the oyster in the waters of

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Long Island Sound. While a few restaurants will begin offering oysters to their customers immediately, most markets will not have much of a supply until the middle of October...with more ample shipments during November and December.

Oysters grow along the Atlantic and Gulf Coasts...from Cape Cod to Texas...and on the Pacific Coast principally along the coast of the state of Washington. They spawn during the summer as the temperature of the water becomes warm and more favorable for their growth. For several days the larvae are free-swimming, but they soon sink to the bottom and attach themselves to a convenient rock or shell. The young oyster frees itself and feeds on the bottom of the ocean as soon as a protective shell has been formed.



Oyster Variations

In Southern waters, oysters reach market-size in two to three years. About four years are required in Long Island Sound where the cold winters cause them to go into a state resembling hibernation. Most of the oysters which will be served in restaurants and homes this season will be four or five years old.

In point of size, the Atlantic Coast or Eastern oyster is midway between the tiny Olympia oyster of Puget Sound -- the meat of which is about as big as a man's thumbnail...and the enormous Pacific or Japanese oyster -- which may get to be 10 inches long. The Eastern oysters might attain a length of 6 or 8 inches, but are marketed smaller. When sold in shucked form, oysters are usually classified three ways -- "standard," "select," or "counts." Standard or small oysters are used for stewing and cocktails, while counts or the large oysters are generally fried. Select or mediums can be used for either frying, stewing, or for cocktails.

A Good Investment in Nutrition

The ready market for fresh oysters has meant that few were canned. Before the war considerable quantities were processed in the South Atlantic Gulf, and Pacific Northwest states. For the past two years canning has decreased in the Gulf and South Atlantic areas and been discontinued in the Pacific Northwest.

As a food, oysters rank high in taste appeal. In nutritional value they contribute protein, calcium, and phosphorus...and are at the top of the list as a source of iron. The minerals which oysters supply are most often deficient in the daily diet...so when oysters are available they're a good investment in nutrition.

CARE SAVES WEAR

Men's suits these days show wear quickly if left to shift for themselves. The new ones are made from wartime fabrics...and many of the old ones are very old indeed. Both kinds take extra care to look well and give service. That's why the clothing specialists of the United States Department of Agriculture have listed a few suggestions on the care of men's suits that you may want to pass on to your listeners.



First about brushing...it should be done often with a good clothes brush. Whisk brooms only hit the high spots. Skilled clothes brushers go with the grain of the cloth and make sure they get dust out of folds and corners.

Hang 'Em Up "Brown"

"Pssst...I'd
LIKE TO BORROW
THAT NATTY
LOOK, SENATOR!"
Next, hanging...coats rest best on broad wooden hangers of the wishbone shape...trousers, upside down on hangers with clips. Or if trousers go over the crossbar of wire hangers, a piece of paper or cardboard fastened to the crossbar will prevent creases.

Buttons should be checked for tightness every now and then. It's still not easy to match lost ones.

Trouser cuffs hang, when at best length, about one-half inch above the heel. A strip of cloth or tape sewed inside the cuff prevents excess wear.

If perspiration is a problem, moisture-proof shields at the underarms save wool from being weakened. And a pad on an office worker's chair will help prevent shine.

* * *

LONG TIME NO "C"

Cabbage is a prize package of vitamin C on the vegetable market these days. But the way you cook cabbage is important. Experiment Station scientists have found that cooked cabbage may retain as much as half to three-fourths of the vitamin C if it's cooked in a small amount of water, if it's cooked for a short period of time (from 10 to 25 minutes) and if a lid is kept on the pan while the cabbage is cooking.

For habitually late dinner guests, start the cabbage cooking after you've seen the whites of their eyes. But if you've already cooked the cabbage and some unexpected event delays dinner service, the scientists say it's better to put the cabbage in the refrigerator and warm it up later than it is to leave the cabbage on the stove. Cooked cabbage held over hot water to keep it warm may lose as much as 80 percent of its ascorbic acid the first hour and as much as 90 percent in two hours.

* * *

A TUNE ON THE OCARINA

There will be plenty of sweet potatoes to talk about when this issue of ROUND-UP hits your desk. A temporary abundance is expected from the time the sweet potato harvest really gets under way...the middle of September...until the crop is gathered by November 1.

Sweet potatoes need pushing at harvest time and here's the reason why. "Sweets" have to be cured to keep any length of time. It seems that some of the heavy producing areas do not have the storage space and curing facilities for handling the crop. The potatoes sold during September and October are marketed as they come from the field. Those sold after November 1 are usually cured...that is, put in storage and held at high temperature and high humidity...to cut down loss through decay. These cured sweet potatoes will keep for months and are not the marketing problem the early ones are. Although the uncured sweet potatoes must be sold fairly soon after they're harvested, they will keep two or three weeks in home storage.

"Sweets" for the Sweet-toothed

There will be many more sweet potatoes for civilians this year than last because the yield per acre in the producing areas has been high. Then, too, the army is taking less. Another problem is the current abundance of Irish potatoes.



But there are three very good selling points for the sweet potato. The quality of this year's crop is generally good.

...GOOD NEWS ABOUT
SWEET POTATOES...

Prices are reasonable and should even be lower as the season advances. As for nutritional value...that rich orange color means carotene which can be turned into vitamin A. Sweet potatoes contain some vitamin C, some of the B vitamins, some iron, and sugar without ration points. Their sugar and starch content makes them an economical energy food...and they rank high in flavor.

The heavy supplies this year are from the eastern shore of Virginia and Maryland. Louisiana also has a record crop. Shipments from the eastern shore will go to most parts of the country, and supplies from Louisiana and Texas will be sent as far northwest as Seattle.

* * *

WHAT'S IN A NAME?

Right around this season there is considerable variety in the melon department at most produce stands...a variety that may be confusing to some shoppers who are tempted to ask, "Well, melons are melons, aren't they?" A few distinguishing marks "to remember them by" might be welcomed by your listeners.

The cantaloup is undoubtedly the best known of the melons offered... it's almost round with a netted rind and pink or salmon flesh. When fully ripened, it's golden-yellow under its netting, soft at the blossom

(continued) 5121-8

end, and has a characteristic odor. Cantaloups have a sweeter, richer flavor if ripened on the vines, and their season in the Midwest is usually from June through October.

The honeydew is perhaps next best known...it is smooth, slightly oval in shape, ranging from about 6 to 8 inches in diameter and 8 to 10 inches in length. Ripe fruit has a creamy yellow color and will yield to soft pressure...the melon is soft first at the blossom end. You'll find honeydews at Midwest markets usually from late June until early December.

A cross between the muskmelon and the honeydew is the honeyball, of slightly oval shape, a fairly well netted creamy yellow skin, and a firm pink flesh. It is available from June to November.

Reports tell us that the Casaba melon originated in and got its name from a town in Asia Minor called Kassaba...but there is no mention of this melon in America until almost 1870. The casaba is a late melon, reaching its peak of supply around early October. It is large and oval-shaped, with a furrowed, lemon-yellow to dark green skin, and fine-grained, yellowish-green, sweet flesh.

And that's still not all...for there's the Persian melon, which is a large, round fruit with a fairly sweet, fine-grained, deep pink flesh. This melon is covered with a flat netting, and has an aroma similar to the cantaloup. There are some usually on hand from July through November.

Latest of all melons is the Santa Claus, which is sometimes called the Christmas melon, and is on deck from October to January. This latter is elongated (5 to 8 inches in diameter, 10 to 14 inches long, with a sparsely netted green skin with black and yellow splotches.) It has a sweet, yellowish-green flesh and is an excellent keeper. Honeydew and Santa Claus melons may be purchased green and held until ripe.

For best flavor and texture, melons should be fully ripe...and should be kept on ice only long enough to chill before serving.

* * *

MIDWESTERN MARKET BASKET

Fresh fruits and vegetables that have recently been in the more abundant category continue as the "best buys" at the Midwestern markets at this time. These consist principally of homegrown items, but include several "shipped in" ones as well.

Tomatoes and green corn are very prominent as good buys in the vegetable department. However, many of the tomatoes are of only fair to ordinary quality and condition, which is one reason for low prices. Supplies of white potatoes and sweet potatoes, as well as green peppers, cabbage, eggplant, and squash continue generally liberal. This is also true of green peas, radishes, cauliflower and onions at most points. Iceberg lettuce and carrots are selling at or near ceiling prices, with supplies light to moderate.

Peaches, pears, table grapes, cantaloups, and fresh prunes continue as the most plentiful and the more moderately priced fruit items. Many of the Bartlett pears from the northwest are arriving in ripe condition and are suitable for canning at present prices. Prunes are also a good canning item at this time. Apples continue in supply and are selling around ceiling.

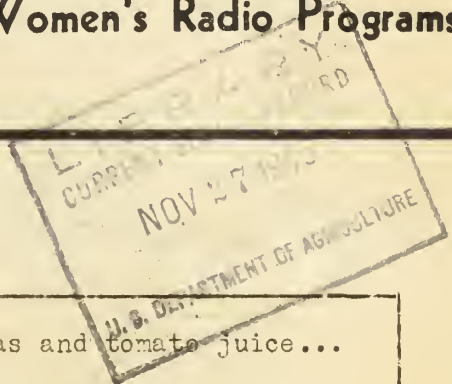


Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

VEGETABLE VANTAGE.....held by canned peas and tomato juice...
FRUIT ON ICE..interesting facts about our frozen fruit supply.
FOOD AND AGRICULTURE ORGANIZATION..will get under way soon....
SHELF IT...notes on how to get more kitchen cupboard space...
UNWRINKLED PRUNES..fresh prunes are coming in from the West...
BLANCH WITH CANNER..when putting up vegetables by freezing....
SHARING OUR FOOD...relief shipments present knotty problems..
COMING YOUR WAY..are more cooking oils, soap, paints & varnish
LIKE GRANDMA USED TO MAKE...molasses desserts save on sugar...
MIDWESTERN MARKET BASKET...features some plentiful vegetables.



~~War Food Administration~~

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION

5 South Wabash Avenue

Chicago 3, Illinois

No. 170

September 21, 1945

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VEGETABLE VANTAGE

Two commercially canned vegetables that will be very plentiful this year are peas and tomato juice.

There are two reasons for the big supply of canned peas. Cannerymen put up one of the largest packs on record...and the army has reduced its order for this vegetable. An estimated 30-and-a-half million cases will be available to retail grocers.



...THIS NEWS IS GOOD NEWS...

The armed forces also had planned to take 16 percent of the tomato juice pack...but now they find they can fill their requirements on the open market. That is, they do not need the U. S. Department of Agriculture to issue a set-aside order requiring a canner to reserve a certain percentage of his pack for military purchase. So, it looks now as though some 33 million cases (24 no..2 cans to a case) of this popular juice will be available for home markets. This means nearly twice as much tomato juice as last year.

Other canned vegetables in larger supply for civilians than last year are carrots, sweet corn, tomato products, and sauerkraut.

There will be less canned baked beans, spinach, sweet potatoes and asparagus, and there will also be slightly less soup canned...principally because of the tin shortage.

* * *

FRUIT ON ICE

For your listeners who are interested in facts on frozen fruits, you can tell them that they'll be getting an average of two pounds this year. Pre-war use was less than a pound a year, but the industry was only getting into stride then. Peaches and apricots will be the frozen fruits most in evidence at retail lockers during the coming months.

While more fruits than vegetables are frozen, most of the supply goes to industrial users. On the other hand, almost all frozen vegetables find their way to retail outlets. It seems that preservers, bakers, confectioners and ice cream manufacturers find that frozen fruits save labor and are convenient to supplement short supplies of canned fruits. There are a couple of other reasons, too, why frozen fruits have been limited at the grocery store the past few years. The armed forces have taken most of the berry packs for use in jams, jellies and preserves. Also the industry hasn't been able to expand refrigerator facilities for handling frozen foods in wholesale and retail establishments.

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Cold storage holdings of frozen fruits totalled about 284 million pounds on September 1...this is an increase of about 38 million pounds over the September 1944 record. This total includes fruits stored by bakers, ice cream manufacturers and other industrial users. About half of the storage pack is berries, but these fruits are largely held by industrial users. Cherries, normally the second most important frozen fruit, are just about all set aside this year for military use. So it will be from the present large packs of frozen peaches, apricots and apples that grocery store lockers will be able to draw their supplies.

* * *

FOOD AND AGRICULTURE ORGANIZATION

Invitations for the first conference of the Food and Agriculture Organization went out to forty-four nations the same day Japan surrendered... August 14. So with the ending of a world war in which nation fought nation, a new kind of world union was begun. This time, nations are united against hunger.

The conference will be held on October 16 at the Chateau Frontenac in Quebec, Canada. It will be made up of one delegation from each nation joining the organization. At present, 26 nations have accepted the FAO Constitution and can send delegates. But other nations will probably agree to join before the Conference date. Each delegation will have one vote in deciding the course of the organization for the coming year.

FAO Objectives

The purpose of FAO can be divided into 4 main parts. First, it will work to raise the levels of nutrition and standards of living of the peoples in the member nations. Second, it will work to improve the efficiency of the production of all food and agricultural products. And, by the way, the term "agriculture" here includes fishing and forestry. Third, the organization will try to better conditions of rural populations around the world. And fourth, by accomplishing the first three aims, it will contribute toward an expanding world economy. In other words, FAO will fight for "freedom from want."



...JUST WHAT THE DOCTOR ORDERED!...

FAO will function as an advisory organization. It will collect information on nutrition, food and agriculture from all the member nations, and it will spread this information to all the member nations. It will promote and recommend national and international action to improve nutrition levels and the production and handling of food and agricultural products. On the request of member governments, it will make the services of world scientific experts in the field of agriculture available to solve any given agricultural problem the government may have. FAO will be a sort of catalyst to speed the reaction of farming around the world to the latest developments in the food and agriculture of any single place.

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Added Link to Peace Effort

When the Social and Economic Council of the United Nations Organization is formed, FAO will be represented on that council along with other international bodies working on health, money, transportation, trade, communication and so on. It will work closely with these international bodies, just as the individual nations will work together.

The United States has much to gain from FAO, and much to offer such an organization, too. We may be one of the most advanced nations as far as food and agriculture are concerned, but we can learn much from the way other countries handle their agricultural problems. We will, of course, profit from a smoothing out of world trade in agricultural products. The greatest gain, however, will be the gain in world peace if the organization works as it's planned. Political and military alliances, necessary as they are, will not insure us against war forever. It'll take international cooperation... international work on all sorts of problems, including those of food and agriculture...to do that.

As the delegates gather in Quebec next month, they will take up some of the most pressing of the world's agricultural problems. It'll be the first step in a world-wide campaign against man's oldest enemy -- hunger -- the enemy that even in peacetime holds two-thirds of the world's population under its dominance.

* * *

SHELVES IT

Few kitchen cupboards are as crowded as the hall closet at Fibber McGee's house. But most every homemaker will tell you that she needs more kitchen cupboard space. Home management specialists of the U. S. Department of Agriculture have some practical advice on this subject.

Homemakers should first check on the waste space between the shelves. Rather than stack equipment and supplies layer on layer to make use of the space between the shelves, the specialists say it's better to put in more shelves. In other words, make use of the waste space by putting in extra shelves between the cupboard shelves.

Another storage aid is the set-in shelf. This is a removable shelf made like a bench. It can be made in a convenient size to fit some particular storage need. The set-in shelf need not be as long, wide or deep as the cupboard shelf...and the bench forms a compartment in which to set articles of the same size. The top of this set-in shelf also provides storage space.

Shelves built in stair-step fashion are convenient for storing small boxes of spices. Then every spice box has a front row location and may be quickly found.

* * *

UNWRINKLED PRUNES

If you don't know your prunes, you may be surprised to learn that some varieties...such as Italian prunes...are best eaten fresh or canned instead of dried.

Our Italian variety of prune comes from Eastern Oregon, Eastern Washington and Idaho, and the crop this year is a third larger than in 1944. This fruit will be in good supply on most markets for the rest of September, and there will be cold storage stocks available in October. Shipments from Oregon and Washington producing points wound up about September 15, but there is a time lag of about two weeks before these shipments are well distributed across the country. Since September 15, Idaho has been moving her crop, but will complete shipments about the First of October. All this means another fruit selection for fall meals.



"AH, ZE FRESH PRUNE! AND THE SEASON--IT EES NOT MUCH LONGER!"

As for our dried prunes...they come chiefly from California. Practically all prunes grown in this state are dried. Also prunes grown in the Western sections of Oregon and Washington are largely canned or dried.

* * *

BLANCH WITH CANNER

The pressure canner comes in handy...even for the homemaker who is putting up vegetables for freezing. Home freezing specialists of the North Carolina Agricultural Extension Service recommend the pressure canner for blanching vegetables with steam. The specialists say that steam is preferable to boiling water for blanching, as steam is less likely to leach out the vitamins, minerals and other soluble nutrients. And steam is just as effective as boiling water in retarding the action of enzymes that would cause undesirable changes in the texture and flavor of the vegetables.

* * *

SHARING OUR FOOD

Early this week, on September 17, President Truman announced that the United States is in a position to help keep the liberated areas of Europe from starving this winter. His statement was issued after a delegation, headed by Mrs. Dwight W. Morrow, President of Food For Freedom, presented a plea on the behalf of 47 national organizations...with a membership of over 50 million people...to speed our food shipments for the hungry peoples abroad.

"The limiting factor in meeting the minimum needs of the liberated peoples is no longer one of shipping," President Truman said. "For the

moment, in the case of most commodities, it is no longer a problem of supply. Today, it is primarily a twofold financial problem -- first, to work out credits or other financial arrangements with the European Governments, and second, to make additional funds available to UNRRA for emergency relief."

Set-Asides to Insure Delivery

Mr. Truman said that both the Department of Agriculture and the War Production Board have authority to issue set-aside orders on specific quantities of commodities purchased, regardless of whether they are rationed, to insure deliveries abroad. He warned that ration controls on some items would follow if they became short in supply.

On the occasion of "share the food day," September 18, when youth groups in this country joined in attempting to help solve the food problems of war ravaged countries, Secretary of Agriculture Anderson made these statements:

"We must do all we can to share our food with those who are suffering from the devastation of war. We must also be realistic in facing the practical problems of getting food to the places where it is needed."



RELIEF FOOD SHIPMENTS PRESENT

SOME KNOTTY PROBLEMS....

Home Food Situation Eases

As for food stocks in this country, the Secretary reports that cut-backs in military requirements have eased the home food situation and have made more supplies available for relief and rehabilitation. But, if essential needs are to be met abroad, there must be ways to finance these shipments. Lend-Lease ended in July, and the army's emergency feeding in Europe is now greatly reduced.

"That leaves at the present time only two methods for financing the use of American food in liberated countries," Secretary Anderson said. "First, those countries which have some financial resources may pay for the American food they get by the use of cash or credit. Second, those unable to pay may receive aid from UNRRA. At the moment food allocated to UNRRA is sufficient to use up all funds available to it. Substantial increases can be made in our contributions of food to UNRRA if Congress appropriates an additional 550 million dollars. This would complete the United States quota of 1 billion 350 million dollars that was authorized in 1944."

Cooperation Needed for Relief Shipments

"Quantities of food allocated to paying governments cannot be increased substantially because postwar financial arrangements have not been concluded.

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These arrangements are now being considered by those departments, principally State and Treasury, having this responsibility for the United States. If they are concluded promptly we can see that a fair share of food released by military cut-backs is made available."

Secretary of Agriculture Anderson stressed that he did not wish to give the impression that these problems cannot be solved...rather that no one person could sit down and decide that so much of this and that is needed, and, presto, that is the quantity sent. "Supplying American food to help relieve hunger abroad is a job all of us must tackle together...Congress the Executive Agencies of the Federal Government, UNRRA, the foreign countries involved, and the whole body of common people in the United States and the United Nations."

* * *

COMING YOUR WAY

Additional supplies of shortening, cooking oils, soap, paints and varnish and protective floor coatings will be made for civilians during the remaining months of this year.

These increases are possible because military requirements for commodities using fats and oils are reduced. Also the prospective supplies of soybean and flaxseed oil...domestically produced...are larger than previously estimated.

Manufacturers of paints and varnish, coated fabrics and floor coverings, such as linoleum, who have been receiving only 45 percent of the fats and oils they used in 1940-41, will now have almost double the amount to use. This should be good news for homemakers who have been wanting to get linoleum or to have the old homestead given a new coat of paint.

* * *

LIKE GRANDMA USED TO MAKE

Molasses barrels in the corner grocery may be a long-departed feature of Midwest markets...but this rich-flavored sweet syrup is still available in handy containers, offering a very welcome sugar alternate for these sugar-short days. For molasses-sweetened products may be used on the menu more frequently while sugar is scarce. Gingerbread, molasses cookies, and Indian pudding are all favorites that "grandma used to make" which may be served instead of products made with sugar.

Molasses has a distinctive flavor and is substituted best in products in which it complements the flavors of the other ingredients. It may be used with good results, for instance, in such products as spice cakes, cookies, fruit and nut breads, steamed puddings, bran muffins, pumpkin pie, and baked beans. Molasses has more than energy value, too, since it is rich in iron, and contains some calcium and phosphorus.

Homemakers may find different grades of molasses sold on the market. "Old-fashioned" molasses contains the concentrated juice of sugar cane from which no sugar has been removed. It has a fine flavor and golden brown color and is suitable for table use, in cooking and baking. First

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molasses is a good grade also, suitable for table use. It is rich in sugars, of golden color and has a mild sweet flavor. Second molasses is of darker color, more robust flavor, used generally for cooking. Blackstrap is a third grade of molasses, dark brown or "black" in color and strong in taste.

* * *

CHICKEN BONUS

The Army Quartermaster Corps notified processors September 19 that purchases of dressed poultry will be discontinued immediately. This means that chicken will be in more plentiful supply for civilians...and that the old favorite recipes for chicken can be resurrected.

In food values chicken rates about the same as any lean meat. It's a good protein food...rich in the B vitamins. In addition to serving roasted, baked, fried, and stewed....the rich flavor of poultry makes its regular inclusion very useful in meal-extender needs, as in soups, and in chicken combination dishes with fruit, cereals, bread, milk, and vegetables.

MIDWESTERN MARKET BASKET

Liberal supplies of homegrown fall vegetables promise a pleasant stop for the food shopper at the produce markets, especially as prices on several items are quite reasonable, according to the USDA market reports. Quite a lot of homegrown corn, offered at attractive prices, promise good eating in the vegetable line. Cabbage continues to be another very good buy at Midwest markets, and the distinctive aroma of dry onions is witness to the fact that lots of them are on the food stands. Sweet Spanish onions from Colorado will cost somewhat more money than the home-produced Yellow Globe onions.

At least moderate supplies of Irish potatoes are to be had at the food markets, and in the northern part of the region abundance prevails. The harvest time for sweet potatoes in the South is now getting into full swing, and moderate supplies of this energy food are being shipped to Midwest stores. The summer squashes are beginning to give way to the typical fall and winter types--Acorn, Hubbard, and Marblehead...and Canadian rutabagas are making their seasonal bow.

At the fruit counters, the arrival of Cape Cod cranberries in some markets is the harbinger of much appetizing sauce to come, since a large crop is in prospect this year. Moderate supplies of Italian prunes are getting a timely build-up in menu plans. Pears are among the most available choices, and small size oranges are a moderately priced fruit offering. Moderate supplies of cantaloups, honeydews, and other melons are available, but cooler weather has generally lessened demand. Prices on peaches are edging higher as the season moves toward its close.

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

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CURRENT SERVICE RECORD

NOV 27 1945

U. S. DEPARTMENT OF AGRICULTURE

WHAT'S INSIDE

SUGAR ALLOWANCE...for civilians continues on the skimpy side..
CINDERELLA SEED...cottonseed now offers many valuable products
STRANGER THAN FICTION..prizes for wartime farm work stories...
BLUE RIBBON STLAKS..achievement story of 4-H boys and girls...
TURKEY STRUT...is imposing, with a record gobbler crop expected
CLOTHES FOR EUROPE'S NEEDY..farm folks help in clothing drive.
TENDIN' TO THE KNITTIN'...enclosed folder has helpful hints...
POINT REWARD FOR USED FATS DOUBLES....as needs remain great...
LOWER GRADES OF BEEF POINT FREE..green light on hamburger, etc..
COME AGAIN ON CABBAGE..because it's an outstanding food buy...
MIDWESTERN MARKET BASKET..good things to eat in fresh foods...

~~War Food Administration~~

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION

5 South Wabash Avenue

Chicago 3, Illinois

No. 171

September 28, 1945

SUGAR ALLOWANCE

The amount of sugar allocated for civilians the last three months of this year will be about a third less than we used during the same months in 1944. That's why your five pounds of sugar obtained with sugar stamp No. 38 must last four months...or through December.



HOW TO MAKE IT WITHOUT
SUGAR IS STILL THE
QUESTION OF THE HOUR!

While the fourth-quarter sugar allocation for civilians, as announced by the U. S. Department of Agriculture, is the lowest for any quarter this year, it has not required any cut in household allowances. Normally, civilian sugar use declines the last part of the year. The bulk of home and commercial canning has been completed. Also, ice cream and soft drink manufacturers use less sugar during this season.

As you know, allocations on commodities are worked out by the U. S. Department of Agriculture in line with supply and needs of the various claimants. If you want to know how the 1,222,610 tons available for the October-December period will be divided, here are the figures.

Civilians...including home, institutional and industrial users...will get 982 thousand tons. The U. S. military and war services will receive 174 thousand tons. Eight thousand tons are slated for U. S. military relief feeding...31 thousand tons to liberated areas through UNRRA and other programs...and 27 thousand tons to U. S. territories and other exports....

Civilian Use of Sugar Down Sharply

With the end of the war, military requirements for sugar for the fourth quarter of the year were reduced, and some sugar originally scheduled for military use has been made available for civilian distribution. These reductions were not large enough to permit any increase in civilian rations. Rather, if these reductions had not been made, it might have been necessary to cut civilian ration allowances.

For the year, civilian per capita use of sugar will average about 73 pounds. This compares with 89 pounds last year and 96 pounds for the years between 1935-39.

* * *

CINDERELLA SEED

Along about this time every year, the farms of the South and Southwest are dotted with cotton pickers. They're harvesting the "vegetable lamb" and the "wool trees" (as the cotton plant was called in ancient writings) which produce much of our nation's clothing. What many homemakers know... but sometimes take for granted...is that these cotton pickers are also harvesting food...in the form of the little gray seeds, not much bigger than a pea, that are hidden deep in the fluffy white bolls.

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Within the last three-quarters of a century, cottonseed...once the stepchild of the cotton industry...has felt the touch of a fairy god-mother's wand that has transformed these fuzzy pellets into products of great value. One of the most important of these products is oil...the "yellow gold" of the cotton plant...which finds its way to our dinner tables in the form of cooking oil, salad dressing, shortening, and margarine.

Cottonseed Gets Chemical Analysis

From the cotton field to the grocer's shelf...the seed makes three stops. The first one is at the gin...where most of the lint is stripped off. Time was when only the cotton went any further than the gin...because the seed was considered worthless and left to rot in huge piles. Then someone hit upon the idea of crushing the seed for oil. In recent years cottonseed has become so important for this purpose that the U. S. Department of Agriculture licenses inspectors to take samples of the seed. These samples are then analyzed by licensed chemists to determine the oil and protein content. The higher these are...the more suitable the seed is for crushing...and the more the mill is willing to pay for this product.



"AND, MY DEAR, COTTON WON'T AGE, LIKE WHEN I WAS A GIRL -- THE OIL, AND MEAL, AND LINTERS AND HULLS ARE USED, TOO!"

The oil mill is the next stop on the itinerary of the cottonseed from the farm to the consumer. After the seed is cleaned...it "gets a hair cut" in the lint room of the oil mill...where the short fibers of linters left by the gin are removed. Next the hulls are loosened by a series of knives which cut the seed. Then the seed passes through machines that separate the hulls from the kernels or meats. The separated meats are put through a series of heavy steel rollers...which press them into flakes. Usually these flakes are cooked for three-quarters to one-and-a-half hours at a temperature ranging from 200 to 225 degrees. The cooked cottonseed flakes then go into a machine called a "former"...which shapes them into slabs and wraps the slabs in heavy cloth. Pressure is applied to these slabs of cooked cottonseed kernels until the crude oil flows out.

No Waste to the "Cinderella Seed"

Some mills extract the oil by passing the pre-heated cottonseed kernels through a large machine called the "expeller press"...which works like a giant meat grinder, forcing the oil out as it grinds the seed. In either method the extracted oil is allowed to settle before it is drained off into storage tanks...ready to be sold.

From the oil mill...the crude oil travels in large tank cars to a refinery...where the oil that is suitable for food is separated from the "soap stock." Before it is sold...the refined oil is further purified by deodorizing...and for some purposes it is bleached. In peacetime, about nine-tenths of all the cottonseed oil produced in the United States eventually reaches our dinner tables in one form or another.

The cottonseed cake left after the oil is pressed out is one of the most important protein feeds for livestock and poultry. The linters cut from the seed are used in the manufacture of mattresses, upholstery, and in the production of smokeless powder, plastics and photographic film. The hulls are also used for livestock feed. So you see, there is absolutely no waste to the "Cinderella seed."

* * *

STRANGER THAN FICTION

Some of the girls who have worked on farms during the war have bang-up stories to tell. Chances are you've told them on your own programs. There's a 25-dollar Victory Bond awaiting the girl who does the best job of telling her story. The bond is the prize in the Women's Land Army essay contest. Subject is "My Experience Doing Wartime Farm Work in 1945." The General Federation of Women's Clubs is the sponsor, and the deadline for entries is December 1, 1945.

As a matter of fact, there are two first prizes. Both are 25-dollar Victory Bonds. One prize will go to a farm woman. The other to a non-farm woman. The farm contestant need not be a member of a federated club. But the non-farm contestant must be a federated club woman. Any local club affiliated with the General Federation can give you details of the contest. Remind women and girls who have done farm work that there is still time to enter the contest. Entries should be sent...along with the certification that the writer was a member of the Women's Land Army this year...to the General Federation of Women's Clubs, 1734 N Street, N.W., Washington 6, D. C.

* * *

BLUE RIBBON STEAKS

Maybe you've seen occasional advertisements like this one at your favorite meat market..."We repeat our notable offer of 4-H Club Blue Ribbon Beef."



...BORN TO THE PURPLE...

What the advertisement means is that this store is selling beef from animals fed and cared for by 4-H members and shown by them at a fair where the winners were awarded blue ribbons. You probably know 4-H Club members are farm boys and girls who carry on farming and homemaking projects. They follow the newest and best in scientific methods in these projects under the direction of their County Extension Agents.

Nearly 300,000 4-H members feed out meat animals each year -- beef animals, sheep and hogs. They show them at fairs and then sell them. You'll find 4-H exhibitors at livestock shows all the way from a little community fair up to the International Livestock Exposition and its war-time pinch-hitter, the Chicago market fat stock show. To show you how

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seriously these 4-H'ers take their projects--twice in recent years 4-H Club members won the grand championship over all exhibitors at the Great International, and last December a 4-H Club boy, Ben Greve of Iowa, showed the Grand Champion of the Chicago market fat stock show.

Shows and sales of 4-H animals will be going on now for several months, and no doubt advertisers will be featuring 4-H meat from time to time. You might wish to tell your listeners what this means...that the meat is the finished product of a demonstration by a 4-H boy or girl showing what good selection of animals, good care, and scientific feeding will do. Since competition is keen, the winning animal really has to be tops.

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TURKEY STRUT

Those who pride themselves on their turkey-carving skill can give more vent to their talent during the coming months. An all-time record crop of gobblers is headed for market. Not only is production up 19 percent over last year's high, but all turkeys can now be sold on the open market.

The U. S. Department of Agriculture has announced that the war food order which required turkeys to be set aside for government purchase ended September 24. That order, in effect in the major producing areas since April 8 of this year, required that all processed turkeys which met army specifications be offered first to government buyers. The armed forces now have an adequate supply for holiday dinners and can get the additional birds they need on the open market.



Big Turkey Talk

It's estimated that 650 million pounds of turkey...dressed weight... will be available this year. Even after military needs are filled that means about 4-and-a-half pounds for everyone in this country. And if you want to know how that share compares with our feasts of other years... before the war, the average civilian ate about two-and-a-half pounds of turkey a year. And even in 1942 when we really went at our turkey eating in a big way, the average use was only 3.7 pounds.

Most of the increases in turkeys this year are in the larger flocks. The old method of raising small flocks around the farmstead is fast giving way to the more scientific commercialized method of turkey production in large flocks. Losses from disease and predatory animals are better controlled where the poults are raised in houses with wire floors for 7 to 8 weeks and then ranged under protection.

Leading Producing Areas

California leads all states in turkey production this year with some 4 million birds. Texas is a close second and Minnesota is third. These three leading states are producing about a third of the turkey crop.

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Other high ranking states are Oregon, Iowa, Utah, Missouri, Pennsylvania, Washington and Nebraska. But production has increased in all states except Louisiana and Montana where there was no change from last year.

You'll also be seeing more turkeys in October than usual. The trend toward production of earlier birds from January and February poults has developed during the last four years because these early birds are easier to raise. There have been smaller death losses, and the army has been paying a premium for early birds for shipment to service men overseas. And you'll be seeing turkeys on the market longer. The increasing demand for year-round turkey dinners in hotels and restaurants has fostered the production of heavy broad-breasted birds for the freezer market. In the Pacific Coast states where this type of production is more highly developed, over a fourth of the crop is marketed after January 1.

On a national basis though, nearly two-thirds of the crop will be marketed by Thanksgiving this year. The Christmas and New Year markets are expected to receive almost a third of the marketings and the rest will be sold after the holidays.

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CLOTHES FOR EUROPE'S NEEDY

News that UNRRA has shipped a hundred million pounds of clothing to Europe's needy holds a personal interest to thousands of U. S. farm families, according to Miss Alice Sundquist, Extension Clothing Specialist of the U. S. Department of Agriculture.

Reports coming to Miss Sundquist tell of the work done by farm leaders to urge rural people to take part in the drive. During the drive, neighborhood leaders and 4-H Club members visited farm homes in all sections of the country.

An Arkansas farm woman, inspired by a letter from her soldier son telling of Europe's destitute, spent extra long days going on foot from one farm to another in her community to ask for clothing donations. A Vermont 4-H Club boy made a house to house canvass with his small wagon and collected 400 pounds of clothing.

Throughout the country, the farm people responded generously to the call for clothing, that "we ourselves would be proud to wear," as one farm leader expressed it. In cases where the clothing needed mending or cleaning, home demonstration groups held repair clinics.

So it's good news to farm families that the clothing is reaching its destination overseas...and that distribution will be completed before Christmas.

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"TENDIN' TO THE KNITTIN"

When mothers of the kindergarten set get together, the topic of conversation is very likely to be "undies for the small fry." Clothing specialists

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of the U. S. Department of Agriculture say one way these mothers can beat the shortage is to make the children underwear from worn knitwear discarded by the grown-ups in the family.

How this can be done is described in a new U. S. Department of Agriculture bulletin called "Knitwear Make-Overs." It gives pictures and descriptions of pajamas, nightgowns, slips and panties made from worn knitwear. There are also clever suggestions for making use of the good part of old sweaters, socks and worn knit dresses. Such things as little sweaters, coats, caps, mittens, scarves and bedroom slippers can be fashioned from old woolen knitwear. Some of the ideas are good for Christmas presents.

Tell your listeners they may get a free copy of this bulletin by writing to the U. S. Department of Agriculture, Washington, D. C. As a special service to directors of women's programs, we are inserting a copy with this issue of Round-Up.

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POINT REWARD FOR USED FATS DOUBLES

Both farm and city homemakers have done a fine job of saving used fats during the war. But Victory has not ended the need. The fat supply for the manufacture of soap and other industrial items in 1945 will be millions of pounds less than we had in 1944. That is why the government is now offering four points instead of two for every pound of used fats you turn in... and in addition, the cash value of a pound of salvaged fats has been upped to four cents.

Homemakers can help to increase their own home supplies of soap and soap flakes more quickly by skimming, scooping and scraping every last drop of used fat and turning it in to their butchers. Soap fats are needed, too, in the production of nylon stockings, tires, electrical appliances, telephones, automobiles and hundreds of other peace-time products we all have been waiting for. So the fats homemakers salvage can help get these things into production more quickly.

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LOWER GRADES OF BEEF POINT FREE

Meat supplies have been improving gradually, as homemakers have doubtless noticed. And the good news this week is that the lower grades of beef -- Utility, Canner, and Cutter grades -- will be point free, effective September 30. This means that luncheon, tinned and variety meats, and sausage and most hamburger made from these lower grades of beef will be off the ration list. However, if the homemaker buys better grades of beef and has it ground, she must pay ration points.

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COME AGAIN ON CABBAGE

Cabbage continues a plentiful item at Midwest markets...and the price tags are at attractive levels. So homemakers in this area can help their budget problems along by seeing that cabbage comes to lunch and dinner often.

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Cabbage boasts a wealth of vitamin C...in fact, raw cabbage is in the same top class of vitamin C foods as citrus fruits and tomatoes. Cabbage at a meal also adds to the day's supply of B vitamins, and calcium for the mineral score...and the greener leaves of cabbage offer vitamin A. Air, water, and heat can rob cabbage of vitamin C...so the less you have to cook cabbage, or expose it to air, the more vitamin C you hold.

Whether it's served piping hot or crispy cold, cabbage brings nourishment and its own appetizing flavor when it comes to the table. White sauce or cheese sauce will add an interesting note occasionally to boiled cabbage. Panned cabbage cooks quickly...and you can vary the flavor now and then with a little chopped onion or leftover bits of meat when the cabbage is almost tender. Scalloped cabbage and apples make an excellent luncheon dish and cabbage rolls filled with a meat mixture such as is used in stuffed peppers is another hearty noontime suggestion.

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MIDWESTERN MARKET BASKET

The Midwestern homemaker who sets off for market expecting to find a good supply of energy vegetables for fall menu plans won't be disappointed. Item number one on the list is Irish potatoes, in liberal supply and one of the more attractive buys. Sweet potatoes, too, are at least in moderate supply...and prices on these range from reasonable up to the ceiling level in various markets. Sweet corn continues to hold prominent place at vegetable counters...and winter squash and rutabagas are on hand in some areas to provide interesting variations in the vegetable line.

The outstanding budget-aid continues to be cabbage, with supplies very plentiful. The reasonable price tags on cabbage will be all the more welcome since head lettuce is generally at ceiling, and cabbage leaves can double for lettuce in salad. Beets and onions can also be given a spot on low-to-moderate cost budgets. Cucumbers are mostly light in supply and on the high priced side. Arrivals of homegrown tomatoes on Midwestern markets are lighter this week, and the quality is reported as only ordinary to fair in most cases.

The winding-up of the peach season is bringing higher prices on this item in most areas. Large-size oranges continue to command ceiling prices, but there are many of the smaller sizes coming in, and these are discounted quite a bit. Pears provide some intriguing menu possibilities, and the cranberries which are starting to arrive in small quantities from Massachusetts will provide the desired accent for increasing supplies of poultry. Several different varieties of melons are offered, but consumer demand is declining because of the cooler weather. Fresh prunes, bananas, table grapes, apples, some avocados, and the first arrivals of Florida grapefruit of the season about complete the selection to be found at the fruit counters right now.

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